LIFE



JULY CORN

JULY 5, 1937 10 CENTS

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Over 100,000 gasoline dealers throughout the United States and Canada say: "Our *best* grade for summer driving is marked Ethyl because"...

1 You get more anti-knock fluid (containing lead tetra-ethyl) than you get in the best regular-grade gasoline. That means a *cooler* running engine.

2 You save on oil as well as gas by preventing knock and overheating.

3 You get all-round quality that is *double-tested*—by the oil company and by the Ethyl Gasoline Corporation.

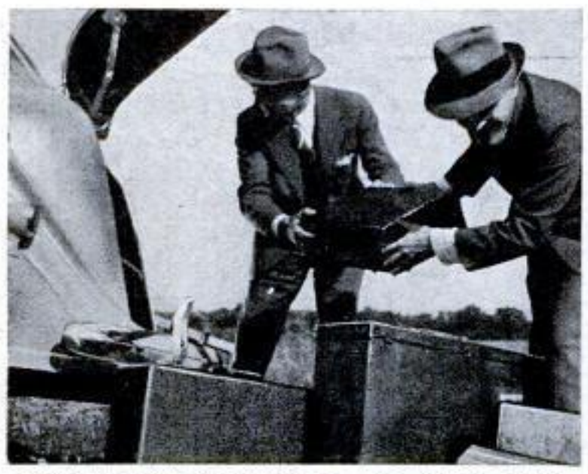
4 You get 100% performance from your high compression engine.

ETHYL
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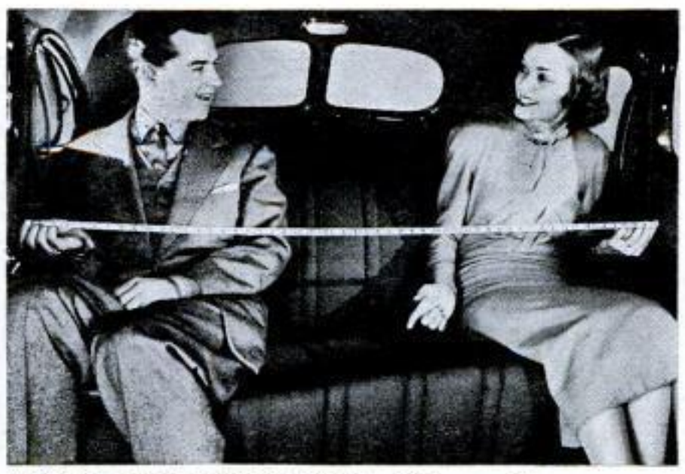
NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY

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ROOM? *MEASUREMENTS PROVE PLYMOUTH GIVES YOU* PLENTY!



BIG BUILT-IN TRUNK—You'll find this Plymouth has an unusual amount of space for the luggage you need on long trips.



WIDE, DEEP, SOFT SEATS—Plymouth's rear seat is a full 2½" wider—front seat is 3" wider. There's more leg room, elbow room—COMFORT room!





It's BIGGEST of "All Three" ...You get Greater Luxury and Amazing Economy!

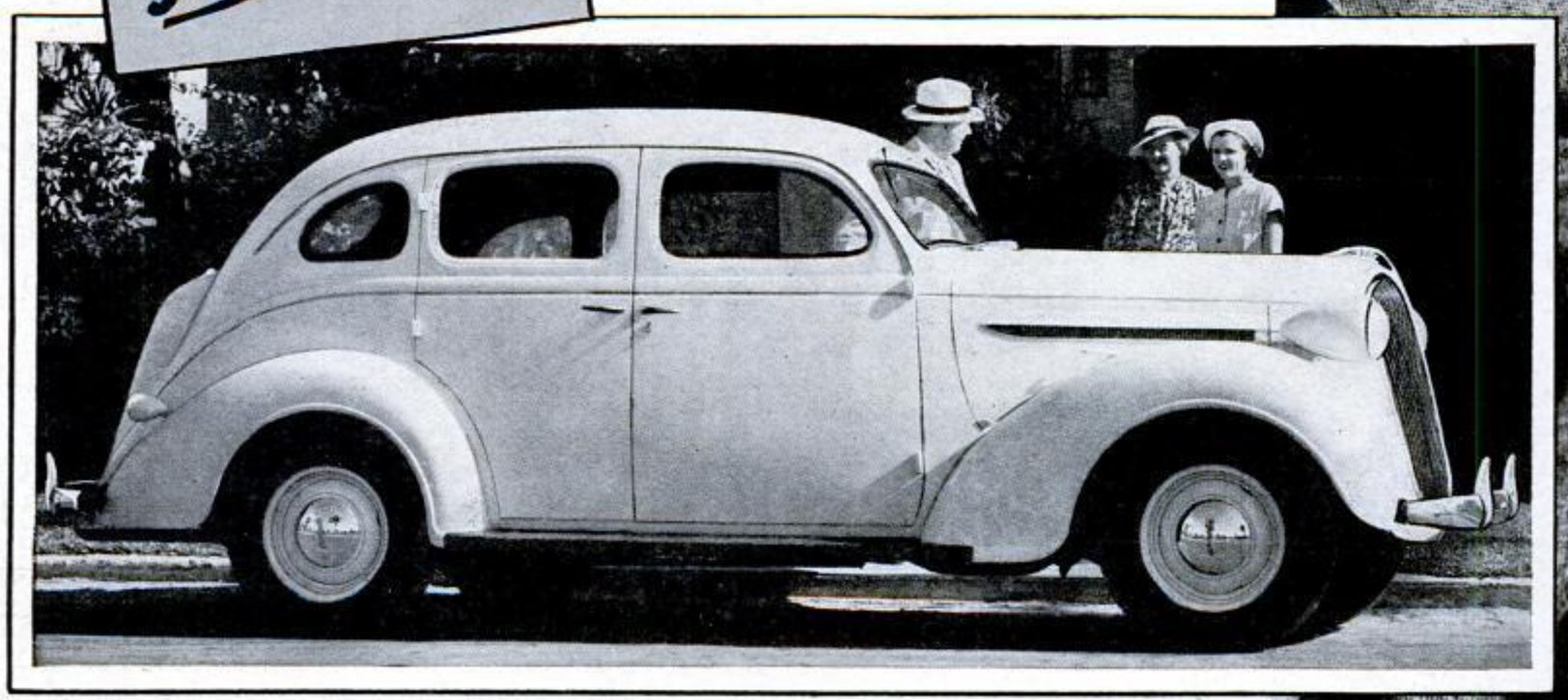
YOUR EYES TELL YOU, "Plymouth is the biggest of 'All Three.'" Get inside one...see how much extra room you have.

And the new Plymouth is SOUND-PROOFED like a radio studio. The all-steel body is mounted on live rubber.

You're SAFER, too: *double-action* hydraulic brakes...a new Safety Interior!

AS FOR ECONOMY—Plymouth owners report 18 to 24 miles per gallon of gas.

See Plymouth today—the car that stands up best. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



PRICED WITH THE LOWEST—Today, you'll find Plymouth is priced with the lowest. The Commercial Credit Company has made available—through Chrysler, De Soto and Dodge dealers—terms which make it exceptionally easy for you to buy one of these big new Plymouths *today*.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia Network, Thursdays, 9 to 10 p. m., E.D.S.T.

PLYMOUTH BUILDS GREAT CARS

This One
DQWZ-K6L-1HSF

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Does it make friends with all the fixings?

Not if you smell or taste the gin in the finished drink



WHEN GIN REALLY MIXES with its pals . . . the lemon, lime and soda . . . you neither smell nor taste it in the finished drink. That, we've been told, is the kind of Tom Collins or Rickey Americans demand.

And since Americans invented the whole idea of mixed drinks, their judgment should be final.

So Fleischmann's, the original American gin, is especially distilled to *mix*. It makes friends with all the fixings, blends perfectly with its boon companions to give *you* a perfect drink.

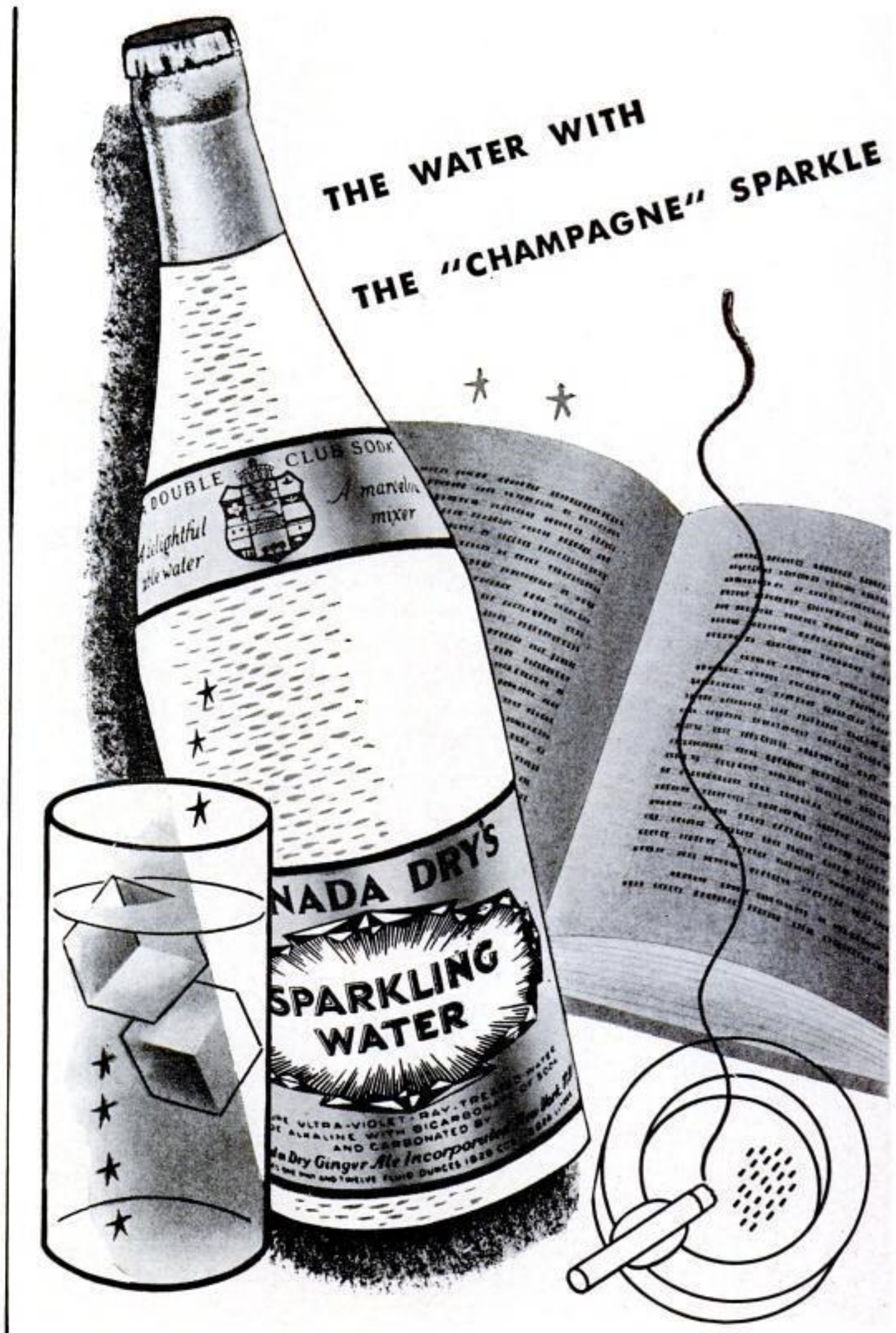
The Fleischmann mixing formula is a secret—but the full-bodied smoothness of Fleischmann drinks is known to millions. When you order a Tom Collins, say: "Make it with Fleischmann's."



4/5 QUART

Distilled from American grain. 90 Proof. The Fleischmann Distilling Corp., Peekskill, N. Y.

Fleischmann's Distilled Dry Gin



WHEN A LONG SPARKLE IS A NECESSITY...

MIX THEM WITH CANADA DRY'S SPARKLING WATER

A cool, shady spot, a good book and a refreshing long, tall drink. Perfect summer comfort...particularly if you can linger over your highball! And that's where Canada Dry's Sparkling Water comes in. This extra-lively mixer has a sparkle that *lasts*. Canada Dry's Water is so zestful, you can leave an opened bottle in a refrigerator. Twenty-four hours later it will still sparkle. Or pour Canada Dry's Water into a champagne glass and note its clear, steady "Champagne" Sparkle. There's a reason for the extraordinary zest of Canada Dry's Sparkling Water. It's PIN-POINT CARBONATION—a Canada Dry secret.

NOW AT NEW LOW PRICES

CANADA DRY'S SPARKLING WATER

LIFE
July 5, 1937

LIFE is published weekly by TIME Inc., 330 East 22nd Street, Chicago, Ill. Entered as second-class matter November 16, 1936 at the postoffice at Chicago, Ill. under the act of March 3rd. 1879. Subscriptions $4.50 a year in U. S. A.

Volume 3
Number 1

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LETTERS TO THE EDITORS

College Issue

Sirs:

As one intimately associated with the college scene, I want to congratulate you upon the accuracy and comprehensiveness of your issue of June 7.

H. B. WELLS, Dean
Indiana University
Bloomington, Ind.

Sirs:

The current issue (June 7) of LIFE is *Rotten*.

ROBT. MOLLENCOTT
St. Louis, Mo.

Sirs:

You have presented an authentic picture of "the class of 1937," and I can find only good words for your choice of emphasis. Probably you will get many letters criticizing this emphasis, yet I think the schools' publicity men should turn green with envy, for you have published here a bulletin such as they must have dreamed might some day go out of their offices to prospective students.

RALPH L. REEDER, Editor
The Nebraska Alumnus
University of Nebraska
Lincoln, Neb.

Sirs:

LIFE depicts too much of the froth and too little of the really solid material in college life as I know it on our campus.

GEO. W. PEAVY, President
Oregon State Agricultural College
Corvallis, Ore.

Sirs:

The pictures of college life, I think are interesting and accurate and immensely worthwhile.

M. L. BRITTAIN, President
Georgia School of Technology
Atlanta, Ga.

Sirs:

Your June 7 issue does perhaps give undue emphasis to the playboy side of college life, but you do it with fairness and with interest. I think you have been wise in not attempting to condemn present-day activities of college youth. You have left the impression that, by and large, the modern college student is wholesome even if he is much franker and much more direct than preceding generations of his kind.

W. W. KEMP
Dean of the School of Education
University of California
Berkeley, Calif.

Sirs:

We in Doane appreciate very much the publicity which you gave to the College as typical of the smaller institutions of our country. The pictures of student life which represented the finer elements of our tradition were greatly appreciated. I would not have a great deal of interest in pictures which attempt to show certain phases of the social life of the campus, such as the Missouri pictures dealing with bathroom scenes in the women's dormitory.

As a whole, it seems to me the number was very well done, keeping well in the front the really essential phases of college and university life.

BRYAN S. STOFFER
Doane College
Crete, Neb.

Sirs:

I have just seen your caption to the pictures of the University of Virginia. I most emphatically protest against erroneous statements reflecting upon the University's standing as an institution of higher education. The obvious injustice that your article will do to our educational standards and to the habits of our students will be realized by all who know the University, but others may be grossly misled by the inaccuracies contained therein.

J. L. NEWCOMB, President
University of Virginia

Sirs:

The spicy way in which you present material has challenged all of us. I think school people, generally, will be pleased with your Commencement issue.

F. S. HARRIS, President
Brigham Young University
Provo, Utah

Sirs:

Congratulations on your recent realistic appraisal of Virginia. I believe you have set forth a nearly perfect description of the situation as it exists at Virginia. And I sincerely believe that this is the true sentiment of the majority of the students here, of course, with the exception of a scant few of the faithful Virginians who feel you have insulted them by your statements that Virginia does not breed or encourage scholars and if Good Virginians want an education they go North.

BILL SHANNAHAN
Alpha Tau Omega House
University of Virginia

Sirs:

I have just been going over your special college issue and I think it is very excellently done. I believe that you have presented a very good cross-section of college life.

FREDERICK J. NOER, Editor
Collegiate Digest
Madison, Wis.

Sirs:

Your pictorial presentation of American college life was excellent and should go a long way towards eliminating from the minds of a certain percentage of our American people the idea that college students do nothing more than seek entertainment.

But, if LIFE prides itself on its news authenticity, it will have to correct the statement that coeds in general wear ankle socks. Here at S. C. such is not the case and we feel that our coeds are perhaps the best-dressed of any west of the Mississippi.

ARTHUR E. NEELLEY
Publisher
So. California *Alumni Review*
Los Angeles, Calif.

Sirs:

You have not included even a single picture of one of the nation's most democratic and universally acclaimed schools—the University of Illinois.

MARGARET LESLIE—'31
Tolono, Ill.

Sirs:

Your issue June 7 disappointingly omits pictorial mention University of Washington at Seattle. Our wooded campus 500 acres on shores Lake Washington

(*continued on p. 4*)

WHY IS YOUR CAR LIKE A MAN OVERBOARD?



PENNZOIL *LIFE PRESERVER* QUALITIES GIVE MORE MILES OF SAFE LUBRICATION

Your motor's "life preserver" is the oil that keeps vital moving parts from grinding themselves to pieces. It's got to be GOOD. So Pennzoil is made to extra margin of safety standards to save you money on oil, gas and repairs!

First, selected Pennsylvania crudes are concentrated by double-refining. This gives Pennzoil an amazing tough film that saves many added quarts.

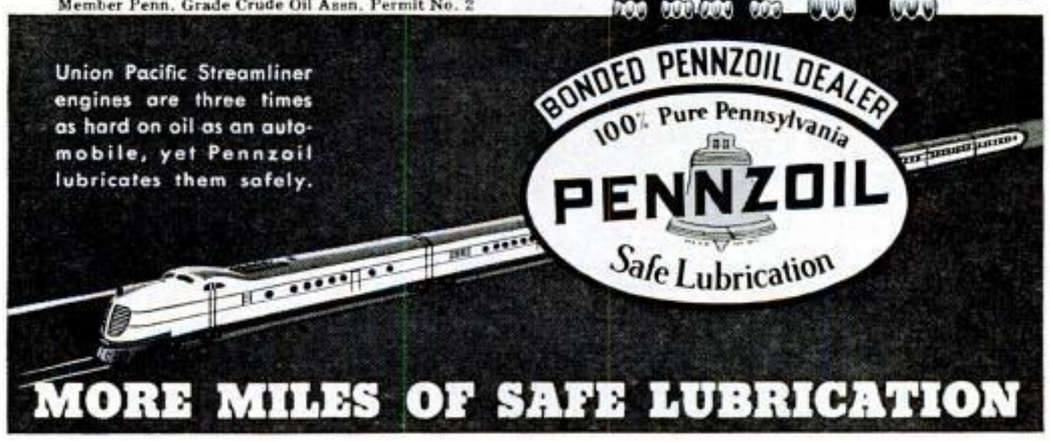
Second, a special solvent process washes out harmful sludge-forming impurities so completely that Pennzoil resists sludge 30 to 60 times longer.

Result: You drive farther between drains. Your motor runs smoother, gives better mileage, and almost never needs valve and piston ring repairs!

Get Pennzoil's money-saving extra margin of safety for your car. See your bonded Pennzoil dealer!



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SEE THE BEECH-NUT CIRCUS
Biggest Little Show on Earth!
A mechanical marvel, 3 rings of performers, clowns, animals, music 'n' everything! Now touring the country. Don't miss it.

LETTERS TO THE EDITORS

(*continued*)

with view of Mount Rainier most beautiful college setting in America. Our student body of 10,000 noted for masculine physique as well as for feminine beauty.

GLENN HUGHES
Professor of English
University of Washington
Seattle, Wash.

Sirs:

Your June 7 issue of LIFE was a decided insult to Cornell University at Ithaca, N. Y. You failed to even mention it. Without batting an eye, I can say truly, that it has the most beautiful campus of all colleges and universities.

EDWARD J. MILANESE '40
Ithaca, N. Y.

Sirs:

A gross insult has been imposed upon us supporters and ex-students of Texas Christian University. We do hereby and hereon give written disapproval of your omission of T.C.U., the greatest University in the world.

JULIUS G. TRUELSON III
LOUISE WIGGINS
RUTH W. GREEN
MAUDIE LADD LE BUS
ROSSIE BETH DOYLE
JUDGE A. D. GREEN, A.B., Ph.D.
Vernon, Tex.

Sirs:

We wish to protest against your overlooking Purdue, for it is one of the greatest universities in the Middle West.

HERBERT McLAUGHLIN
FRED A. PUGH
EDWARD PUISIECKI
CARL T. LOHR
Purdue University
W. Lafayette, Ind.

Sirs:

I think you have a lot of nerve. Here all us guys what can't read have been depending on you to keep us abreast of the times with your Life on the American Newsfront, etc.

And then you go high-hat on us and make us saps by having a whole issue full of monkey-face college students and their big-businessmen teachers.

Most guys has either been in college, don't want to go or just got out. All of them don't care a hoot about the junk you have in the June 7 issue.

AQUINAS KNOFF
Roanoke, Ind.

Sirs:

Congratulations on the June 7 issue containing views of the colleges. At last someone has shown the public some real life pictures of what college is when the wheels are turning. Takes a little of the glamour off some of the old places, but these views are more fascinating than just pictures of tidy rooms and empty libraries.

MARGRET THOMTON
Falls City, Neb.

Sirs:

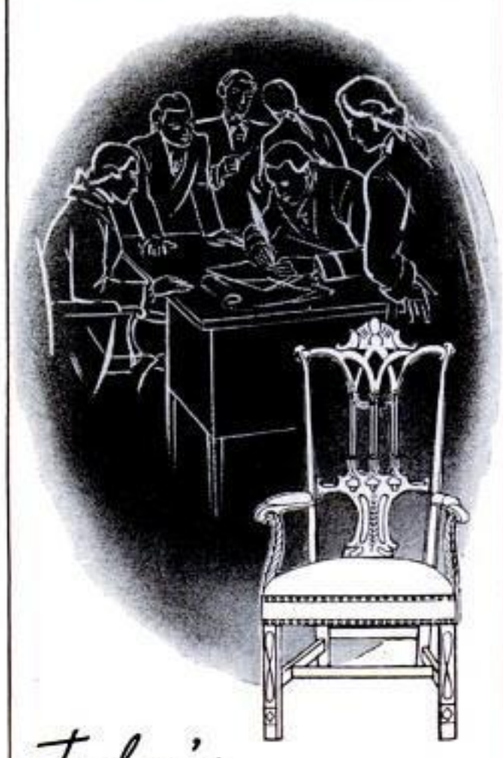
You said that Harvard was America's No. 1 university. Such a statement is open to question.

It can be shown by various statistical methods that Princeton is first in the country.

ROBERT B. BALDWIN, '39
Princeton University
Princeton, N. J.

INDEPENDENCE

To see the chairs in which sat the fathers of America who signed the Declaration of Independence is one of the wishes of most Philadelphia visitors. "Independence Chairs" are no less historic than they are splendid examples of the furniture maker's handiwork. Small wonder that they command the admiration of all who enter the shrine of our national freedom.



Today's
Royalchrome
Furniture

marks a different chapter, but an important one, in the annals of American craftsmanship. Conspicuous for their beauty, comfort and design, ROYAL METAL pieces meet the tempo of modern taste and fulfill the requirements of practical service. In materials, construction and style they are the finest.

So great is ROYAL'S popularity that many more chairs, settees, desks, stools, tables and other units *could* be sold than are now produced.* But rather than risk a lowering of ROYAL'S standards of quality, we hold production to the level we know we can meet without such sacrifice. If you will ask any ROYAL dealer, or write to us, you will be supplied with the particular catalog you may desire.

ROYAL METAL MANUFACTURING CO.
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at 11th Place
CHICAGO
NEW YORK-LOS ANGELES-TORONTO

Royal
"Metal Furniture Since '97"

*ROYALCHROME, formerly limited to $1,500,000 annually, continues within this quantity limit but measured by number of pieces instead. Necessarily today the dollar value is greater. Continuing "dollar measurements" would mean discharging men. It is ROYAL'S aim to employ the same number steadily; above all, happily if possible. ROYAL'S president knows each workman personally. If your dealer cannot supply ROYALCHROME, we suggest you buy from ROYAL'S several worthy competitors.

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"It hits the Spot, and how!.."

5¢

2 GLASS SIZE

10¢

FAMILY SIZE



Because of the real Root Juices

HIRES HAS A FINER FLAVOR

than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful . . . all the time . . . everywhere . . . at home or office, while shopping or driving . . . for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

THE R-J ON THE LABEL IS FOR YOUR PROTECTION —A GUARANTEE OF REAL **Root Juices** IN HIRES ROOT BEER

It tastes so good – It's good for you

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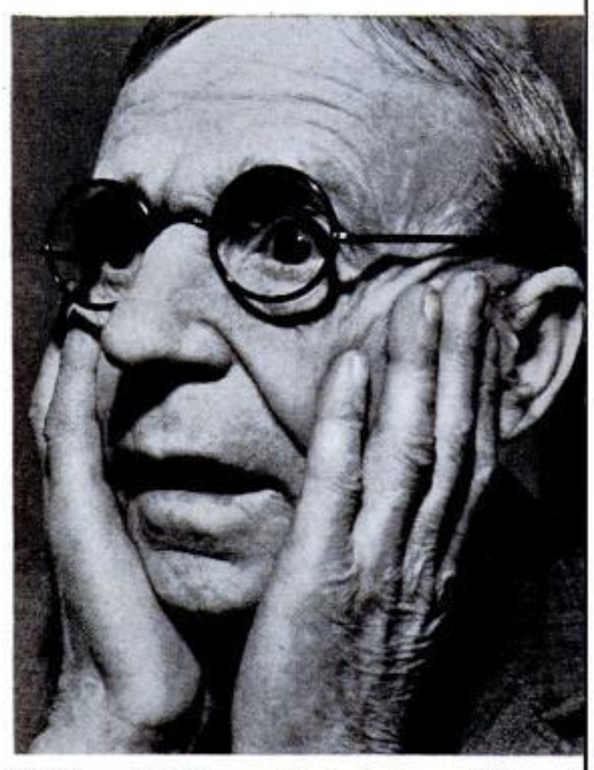
SPEAKING OF PICTURES . . .



1 On what great occasion did President & Mrs. Roosevelt ride out in a downpour?



2 These vegetables caricatured what Frenchman?



3 Whom did this man shoot during a nightmare?



4 How were the prayers of this crowd answered?



5 At what new winter resort is she swimming?



6 This N. Y. subway contractor was questioned about what murder



7 Of what California tragedy is this a sad sequel?



8 What disaster left them homeless?



9 In what American town do these women go through this ceremony?

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. . . HOW MANY OF THESE DO YOU REMEMBER?

In the past six months, LIFE has published more than 5,000 photographs. On these pages are 17 of them. They are reprinted here to provide LIFE's readers with a sort of memory test. Under each picture is a question containing a clue to its identity and a space where the reader can write in his answer. All these pictures have appeared in LIFE in connection with some important or interesting news event. None of them are "catch" pictures. There is nothing to trick or befuddle the reader. Any reader who has followed LIFE regularly since Jan. 1 should be able to recognize at least ten of these 17. A reader who spots 15 pictures qualifies as an expert picture-looker with an extraordinary memory. The answers can be read on page 9 by turning that page upside down. LIFE would be glad to hear readers' scores.



10 What was this freighter carrying that made the U. S. cutter so interested?



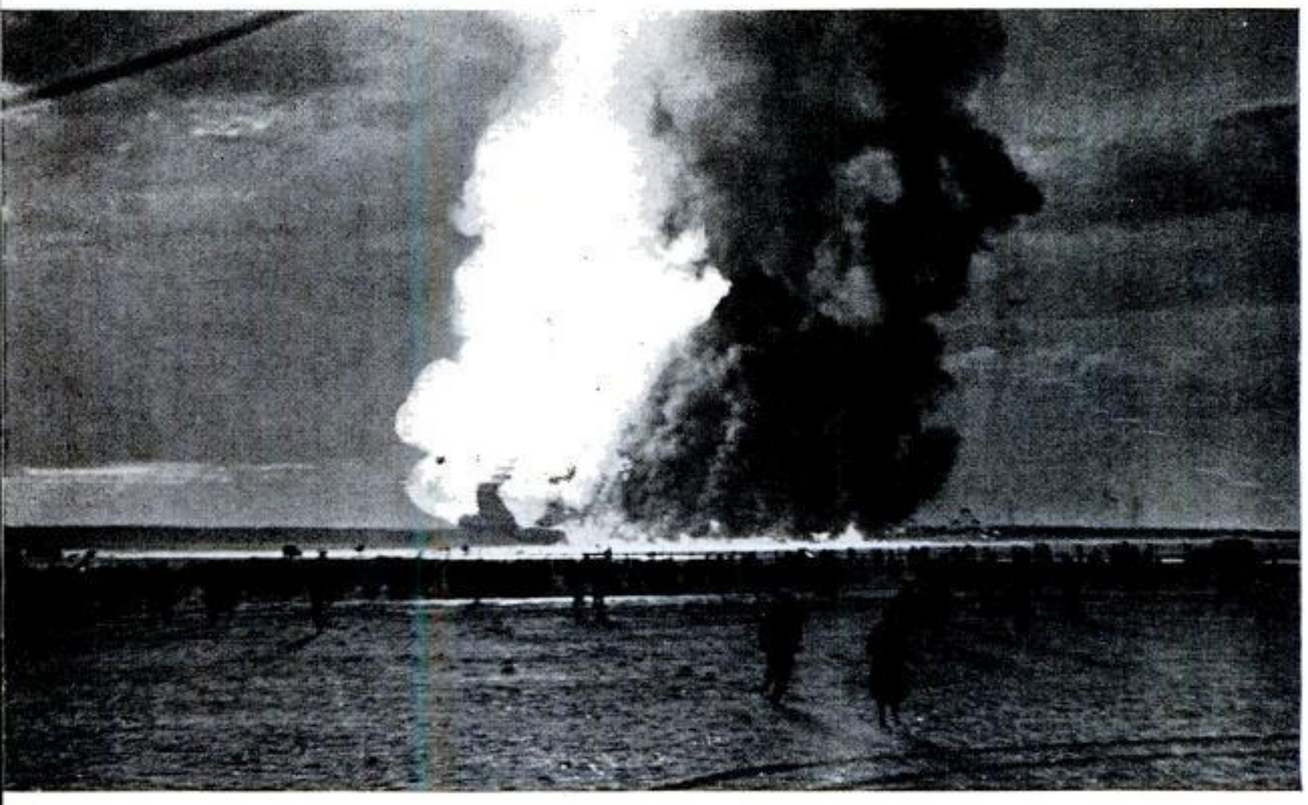
11 These fireworks were shot off by what for whom in June?



12 What mass meeting is this workman watching?



13 What famed cleric's effigy is this?

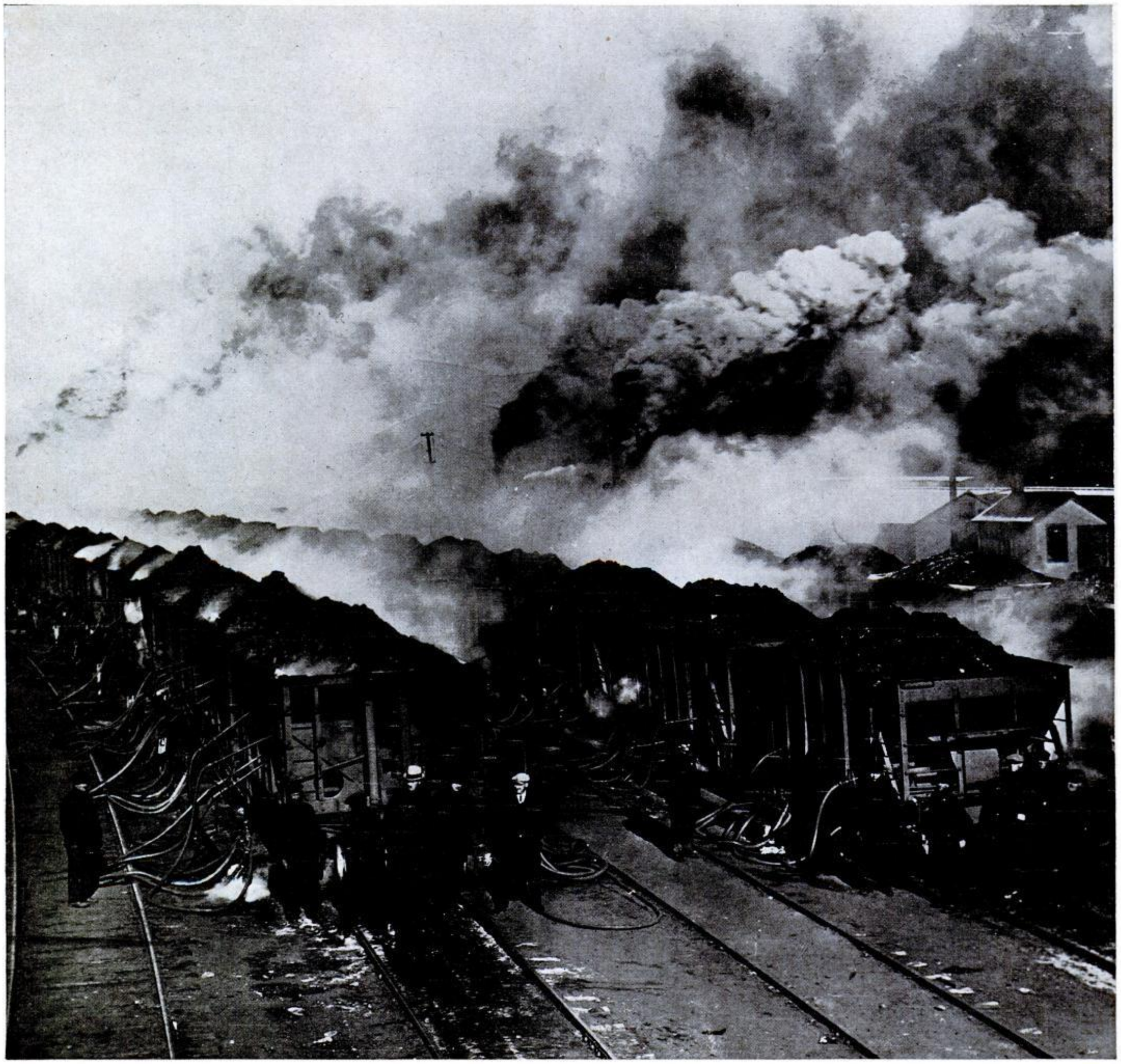


14 What has just happened here?



15 What New York hostess reached a climax of her career in this milking scene?

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They hold winter back with hose

A typical example of Goodrich improvement in rubber

IT'S the land where you see so many mustaches drooping with icicles. Winter begins to close in about the shores of Lake Superior while the big ore boats are still running. Carloads of wet iron ore freeze into solid chunks before they can be unloaded.

So they use Goodrich *steam hose* to hold the winter back, to thaw out the ore at loading time. Tough service for hose, with quick changes from scorching steam to congealing cold. Goodrich hose has been one factor in keeping the costs down.

Two kinds of Goodrich development work have improved steam hose: (1) A type of construction that resists expansion under pressure. (2) Heat-resisting rubber. The latter wasn't so easy as it sounds, for heat is used to *make* rubber products; to bring the rubber, in vulcanizing, to the right consistency. Overheating or "overcuring" has a deteriorating effect. But heat-resisting rubber had to be developed, and *was*, with new kinds of Goodrich rubber compounds.

People say there's hardly an industry changing so fast as rubber. Some of the changes involve new products which no one dreamed of a few years ago; others, less spectacular but just as important, involve improvements in the standard, familiar products of today. Both kinds get equal attention, equal effort at Goodrich. No month goes by without some Goodrich contribution to a more modern, more efficient industry. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio (or write for name of nearest Goodrich distributor).

Goodrich

ALL *products problems* IN RUBBER

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SPEAKING OF PICTURES

(continued)



16 What U. S. bathing beach is here depicted by Artist Paul Cadmus?



17 What famed Wild West figure did this star portray in what DeMille film?

(1) After his inauguration, President and Mrs. Roosevelt rode from the Capitol to the White House in the rain—LIFE, Feb. 1.

(2) Léon Blum, ex-Premier of France—LIFE, Jan. 4.

(3) William H. Dangerfield of Los Angeles shot his wife during a nightmare, was acquitted of assault—LIFE, April 26.

(4) Pius XI, for whose recovery these Catholics were praying before St. Peter's, did recover—LIFE, Jan. 11.

(5) She is diving into a pool at Sun Valley, Idaho—LIFE, March 8.

(6) Sam Rosoff, subway and tunnel builder, testified in the murder of Norman Redwood, sandhog union head—LIFE, March 8.

(7) Bodies of victims of a bad airline crash near Los Angeles were carried from the wreck in buckboard wagons—LIFE, Jan. 11.

(8) This so-called "Madonna of the Flood," fled Luxora, Ark. when the Mississippi overflowed—LIFE, Feb. 8.

(9) The ladies belong to Pocahontas Lodge of "Middletown," or Muncie, Indiana—LIFE, May 10.

(10) The freighter *Mar Cantábrico* was carrying war planes to Spain's Loyalists—LIFE, Jan. 18.

(11) The British fleet thus celebrated off Spithead in honor of George VI's review—LIFE, June 14.

(12) 60,000 people attended a great gathering of labor in Cadillac Square, Detroit, as sit-down strike aftermath—LIFE, April 5.

(13) It is a model of the Archbishop of Canterbury, being prepared for a shop-window display—LIFE, April 5.

(14) The *Hindenburg* has just crashed and burned at Lakehurst, N. J.—LIFE, May 17.

(15) Elsa Maxwell milked champagne from this dummy cow at her barn dance in the Waldorf-Astoria, Manhattan—LIFE, Feb. 1.

(16) Coney Island—LIFE, March 29.

(17) Gary Cooper played Wild Bill Hickok in *The Plainsman*—LIFE, Jan. 4.

New-Type Shave Cream Keeps Razor Off Your Face



Protects Your Face from Scraping—Yet allows Razor to Shave Closer, Cleaner

SMOOTH to the eye—yes! But actually the skin on your face is rough, scaly.

Daily shaving rips and tears these tiny scales, often causing sore spots.

A new-type shave cream called Glider puts an end to these ordinary shaving troubles. It forms a thin protective film between blade edge and skin. Over this film your razor glides swiftly, smoothly. Off come whiskers—*no scraping.*

Glider is a heavy, rich cream. You spread it on with your fingers—never use a brush!

If you are bothered with tender skin or have difficulty getting close, clean shaves, try Glider today.

Glider softens the toughest beard instantly. Leaves your skin smooth and fresh—never greasy or sticky. *And it won't clog your razor!*

Aqua Velva for After Shaving

Williams famous after-shaving preparation—closes skin pores—fights off pimples, sore spots—gives your face that clean, cool, "air-conditioned" feeling.

WON'T CLOG RAZOR
NO BRUSH NEEDED
NOT GREASY



FREE OFFER

Good only in U. S. A.

Generous introductory tube of GLIDER

The J. B. Williams Co., Dept. LF.7, Glastonbury, Conn., U. S. A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name_____

Street and No._____

City and State_____

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THE BITING TRUTH

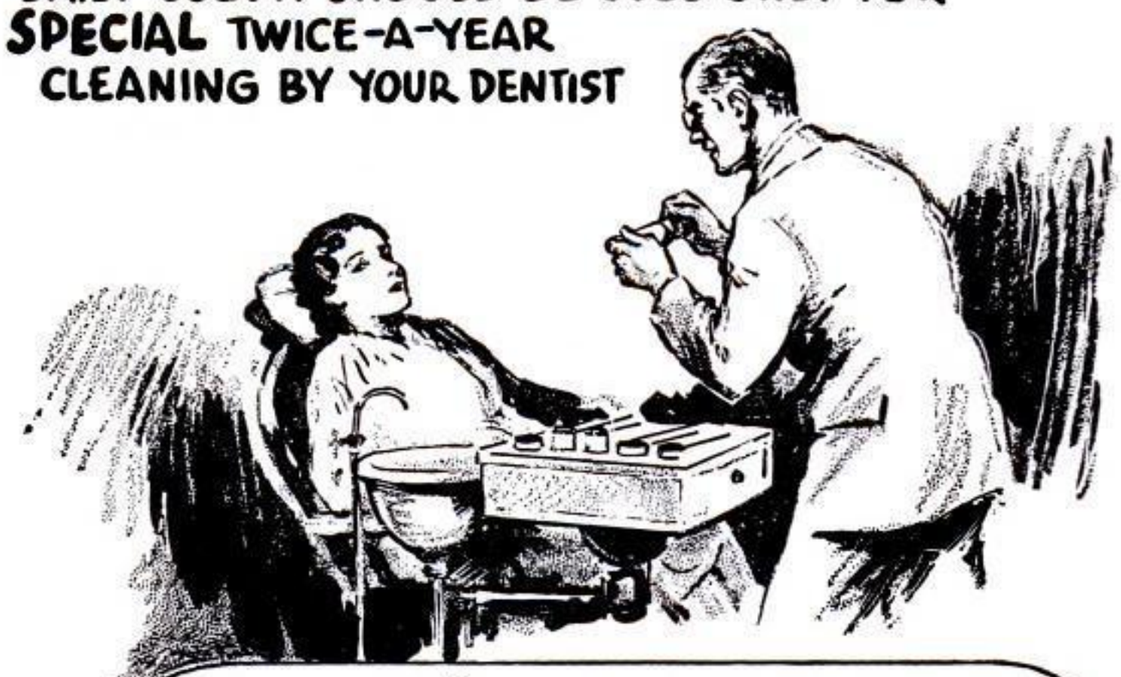


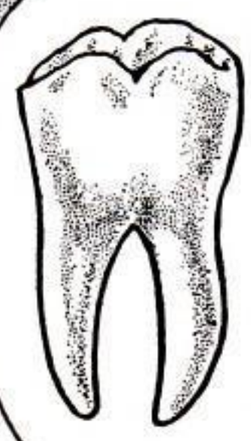
PATRON SAINT OF TOOTHACHE

SAINT APPOLONIA, WHOSE DAY IS FEBRUARY 9th. PROTECTOR OF THOSE WHO SUFFER WITH TOOTHACHE. THEY PRAY TO HER FOR RELIEF. *THIS PRINT IS AFTER THE PAINTING IN THE GALLERIA CORSINI IN ROME*

DENTISTS USE POWDERED GLASS!

TO REMOVE HARSH STAINS AND TARTAR DENTISTS MAKE A PASTE CONTAINING **PUMICE (VOLCANIC GLASS)**. BUT THIS ABRASIVE PROFESSIONAL POWDER IS UNSAFE FOR YOUR DAILY USE. IT SHOULD BE USED ONLY FOR **SPECIAL** TWICE-A-YEAR CLEANING BY YOUR DENTIST





WHAT'S WISE ABOUT WISDOM TEETH?

NOTHING! YOUR THIRD MOLAR DOESN'T AFFECT WISDOM OR MENTAL EFFORT. IT GETS ITS NAME BECAUSE IT APPEARS AT ABOUT AGE **18**, WHEN WISDOM ***SUPPOSEDLY*** BEGINS

NOW A THRILLING NEW POWDER

that is *soapless* . . . with ingredients 100% costlier . . . sensational cleansing

Now we offer you the first real improvement in tooth powder! A soapless powder . . . hence a better powder.

When we created Listerine Tooth Powder we omitted soap. Thus we were able to use 100% costlier, finer ingredients impossible to use before because they were the "chemical enemies" of soap.

They are unbelievably fine in texture . . . satin-soft in character . . . capable of giving marvelous lustre. Only three places in the world can supply them to our quality standards. Ordinary powders simply do not compare.

SOAPLESS SUPER-CLEANER

In soap's place we employ an ingredient that has been the sensation in one industry after another where super-cleansing is the first requirement. It gives that wholly delightful effect that only foaming gives. In itself a superlative cleanser. No other tooth powder employs it. It out-foams soap itself.

Costlier and super-polishing agents . . . costlier and gentler cleansers — now you can see why Listerine Tooth Powder will give you more satisfaction . . . why many thousands are turning to it.

Get Listerine Tooth Powder at your druggist's now or write for generous trial can, sent Free and Postpaid. Write Dept. S, Lambert Pharmacal Co., St. Louis, Missouri. You will realize that here indeed is an improvement over old-fashioned powders that contain soap.



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Vol. 3, No. 1

LIFE

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July 5, 1937

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EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.

PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thos. D. McAvoy, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Francis E. Brennan, Alan Brown, David Cort, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, Hubert Kay, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Joseph J. Thorndike, Jr.

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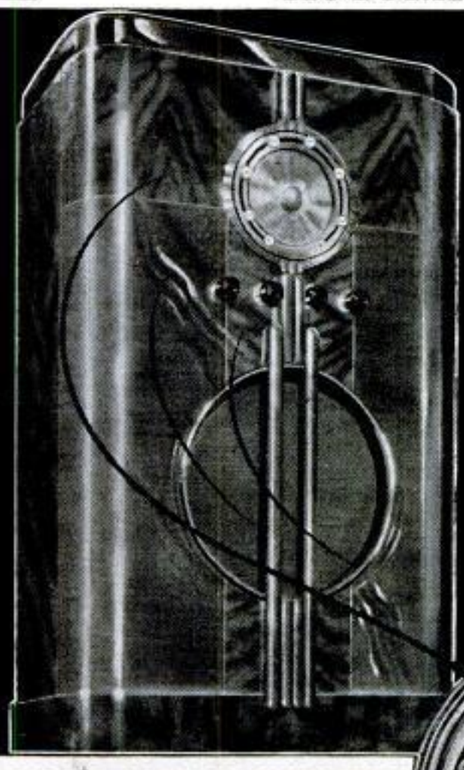


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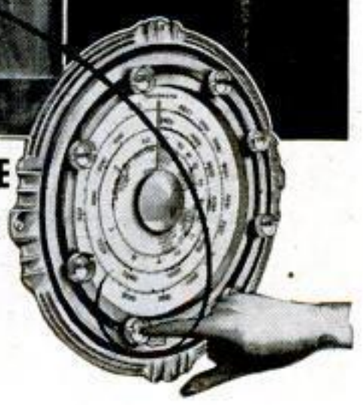
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HUSBANDS AT LARGE



This Housekeeping's a Snap—Women have no monopoly on serving dishes that really thrill the "inner man." Not when a 57-labeled tin of Heinz Consommé, fresh out of the refrigerator, yields as fine a jelled consommé as ever a man let melt on his tongue. Here's amber essence of stout beef that sets in a jell of its own meaty richness. Try it, topped with a spot of Heinz Tomato Ketchup and a dab of Heinz India Relish. *There's* something to write the wife about.



Men at Work—A lusty eating-job! In nomad's land where Gargantuan appetites are rife, nothing hits the spot like Heinz old-fashioned, thick Bean Soup with succulent bits of juicy ham. A couple of sliced frankfurters may be added by those who like fare with a flair.



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WHEN YOU ARE IN ATLANTIC CITY VISIT THE HEINZ OCEAN PIER, THE SEASHORE HOME OF THE 57 VARIETIES

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LIFE

Vol. 3, No. 1 JULY 5, 1937



SPIRIT OF 1937

Raises Issue of Right to Work vs. Right to Strike

On June 21, Ohio's Governor Davey ordered 4,500 National Guardsmen into the steel-strike area around Youngstown to preserve the *status quo*. This picture of that army's color guard marching into Youngstown is historic because the March on Youngstown, together with Governor Earle's declaration of martial law in Johnstown, Pa. on June 19, demonstrated a Spirit of 1937 which reverses the historic course of governmental armed intervention in U. S. labor disputes.

Governing officials have traditionally acted on the assumption that the way to preserve property and order during a strike is to put down the strikers. Governors Earle and Davey assumed that the Law should also quell the assorted non-union workers and vigilantes trying to reopen the plants. Before the week was out they abandoned their innovation in the face of furious criticism—Governor Earle simply abolishing martial law, Governor Davey doing an about-face and ordering Guardsmen to protect any worker who wanted to go back to his job. But the issue of the "right to work" vs. the "right to strike" seemed likely to keep the pot of public opinion boiling for many a month.

The steel industry has hitherto found government a potent ally in its dogged resistance to unionism. After the bloody battle in 1892 between strikers and Pinkertons at Homestead, Pa., 12,000 State militia camped in Homestead until the strike was crushed, and with it all hopes of organizing Steel for a quarter-century. When militant William Z. Foster led the great Steel organizing strike of 1919, police and militia smashed every attempt at picketing and mass meeting. To see the quiet beginning of the current Steel campaign, turn the page.

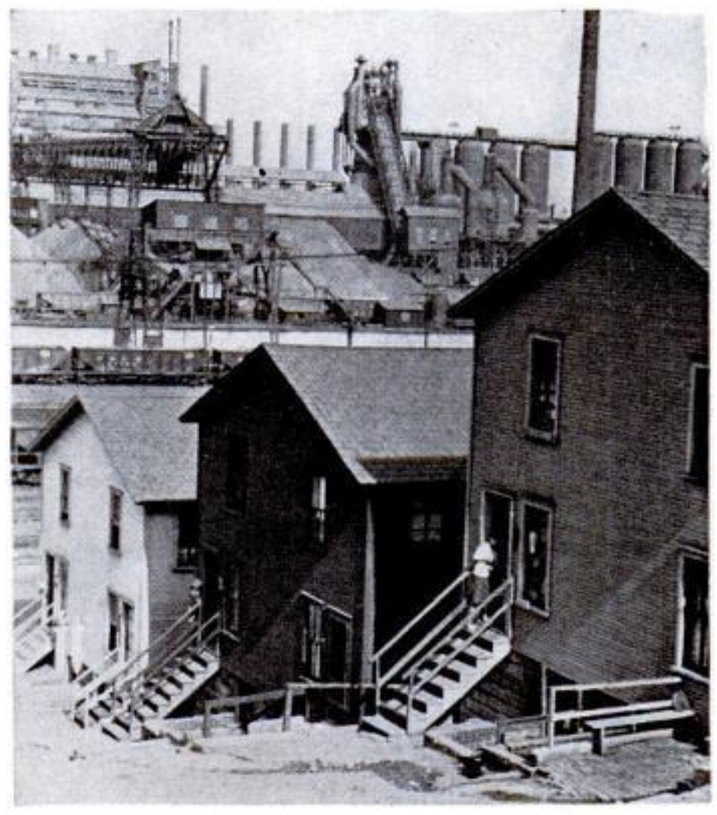
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JUST ONE YEAR AGO BEGAN C.I.O.'S BIG DRIVE ON STEEL *(continued)*

On July 5, 1936 at hallowed Homestead, C.I.O.'s Steel Workers Organizing Committee held a mass meeting which marked the beginning of its drive to join all the nation's 550,000 steelworkers in one big industrial union. As a nucleus, S.W.O.C. had taken over the somnolent old Amalgamated Association of Iron, Steel & Tin Workers from American Federation of Labor. S.W.O.C.'s organizers, headed by Philip Murray, were John L. Lewis' oldtime United Mine Workers lieutenants. Most of the pictures on this page, showing how the campaign got under way, were taken in Aliquippa, Pa., home of Jones & Laughlin Steel Co. Last May, Jones & Laughlin consented to a National Labor Relations Board election in its plants, yielded gracefully when the vote gave S.W.O.C. sole right to bargain for all its workers. But Aliquippa a year ago was as hard-boiled an anti-union company town as could be found. The LIFE photographer who took these pictures was briefly arrested by local authorities.



Inside this window was a local of A. F. of L.'s exclusive little craft union of Steel's skilled aristocracy, so impotent that it dared to show itself openly in the steel towns.



In homes like these lived the mass of unskilled workers for whom there was no place in the A. F. of L. union until C.I.O. took it over and opened it to every man in the mills.



The first C.I.O. recruits, afraid of company spies, climbed back steps and attended furtive organization meetings at such places as this Democratic Social Club at Aliquippa.



The C.I.O. gospel of better pay, shorter hours and industrial democracy, all to be achieved through unionism, was preached by the 150 organizers whom S.W.O.C. put in the field. Typical of them was Clarence Irwin, a fervid one-time steel-roller from Youngstown, shown addressing a group of prospects inside Aliquippa's Democratic Social Club.

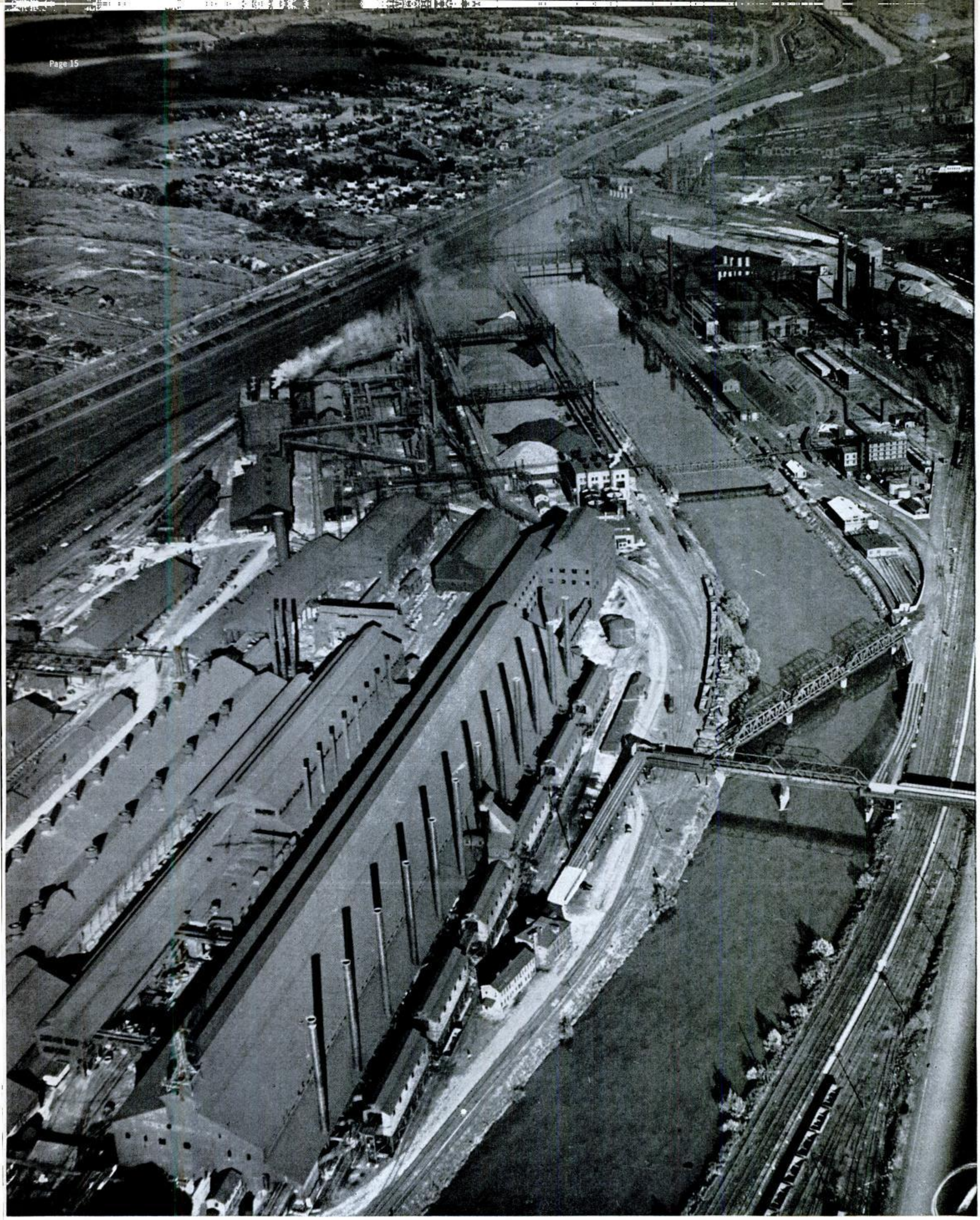


Fearfully the workers signed cards which made them members of S.W.O.C. Fourteen who signed at Aliquippa lost their jobs, did not get them back until the U. S. Supreme Court ruled against Jones & Laughlin in one of the historic decisions which validated the WagnerAct last April. Meantime new members had been pouring in by thousands.



The sign of C.I.O. was soon being flaunted in steel towns as S.W.O.C. gathered strength, prepared to make its demands on steelmasters who had fought unionism all their lives.

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C.I.O. LAYS SIEGE TO STEEL'S FORTRESSES

Like a mighty fortress is a modern steel plant. The one above, Youngstown Sheet & Tube Co.'s strike-dead Campbell plant, is typically impregnable. Around and through it run a river-moat and railroad tracks ready to receive freight-car barricades. In the early days of the Steel campaign some visionary unionists talked wildly of sit-down tactics within the grim, isolated mills. But harder heads realized that a steel plant was no place to wield the potent new weapon which C.I.O. had used so effectively in streetside automobile plants. Hence when the show-down with the four big steel independents came, the C.I.O. called old-fashioned walkouts, resulting in old-fashioned violence.

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Typical assortment of revolvers taken from cars approaching or cruising about Youngstown between midnight of June 21st and noon of June 22nd.

Carl L Olson
Chief of Police



Box of dynamite bombs taken from the home of Russell Gebboney, 1721 Pointview Avenue, on the afternoon of June 21st.

Carl L Olson
Chief of Police



Typical collection of clubs taken from pickets over a period of weeks.

Carl L Olson
Chief of Police



Miscellaneous weapons taken from cars approaching Youngstown or cruising in Youngstown between midnight of June 21st and noon of June 22nd.

Carl L Olson
Chief of Police

WEAPONS OF INDUSTRIAL WARFARE ARE SEEN BY THE U.S. SENATE

These photographs of weapons taken from persons in and around Youngstown during the steel strike are mute evidence of the violent passions stirred by industrial war. Youngstown's Chief of Police Carl L. Olson attested them and Steelmaster Tom Girdler showed them on June 24 to the Senate Post Offices Committee which was investigating strikers' interference with the mails. Confiscated weapons included shotguns, pistols, bombs, knives, clubs and such exotic instruments as a machete, a stone tomahawk and a bolo.

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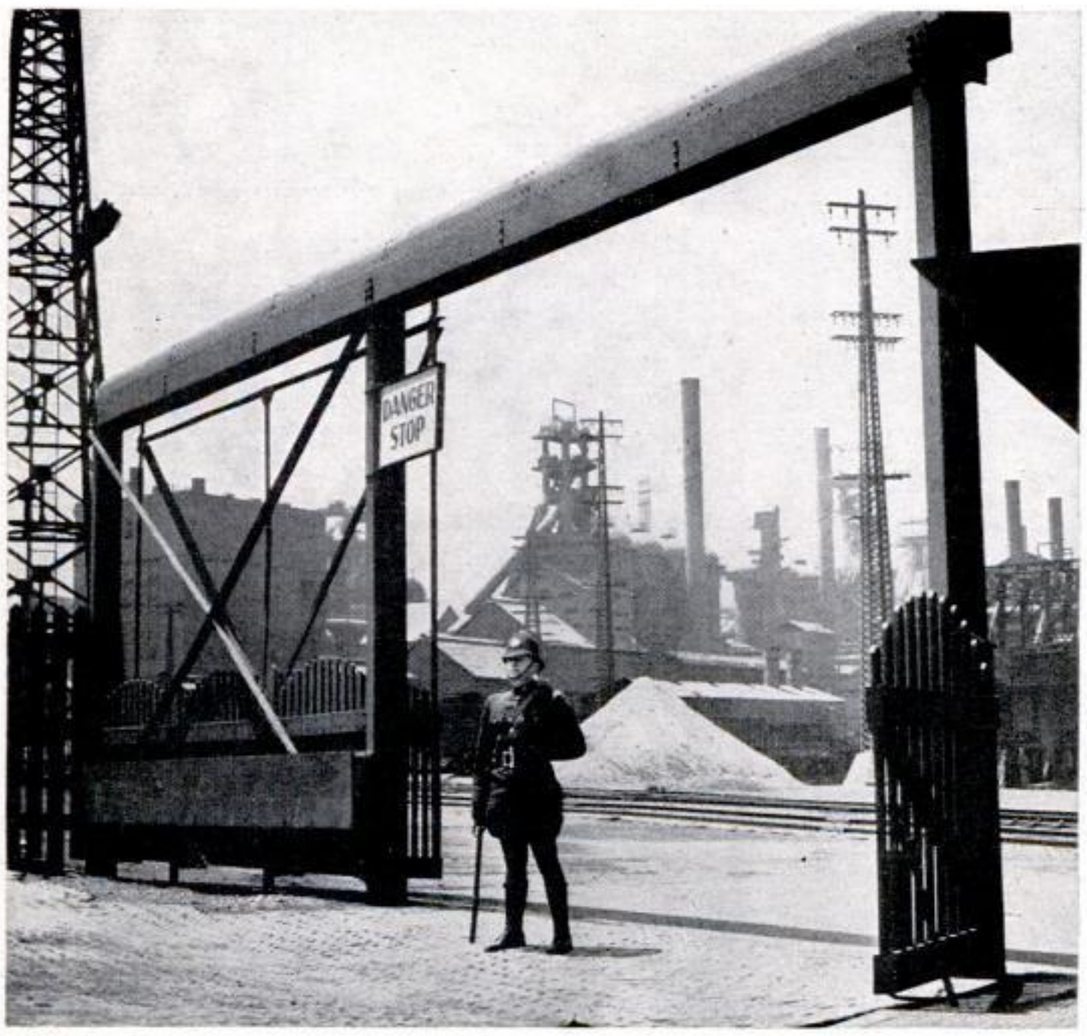
The faces of Johnstown's non-union steel workers are grim as they read a notice of Governor Earle's proclamation of martial law, shutting them out of their Cambria plant jobs.

(continued)

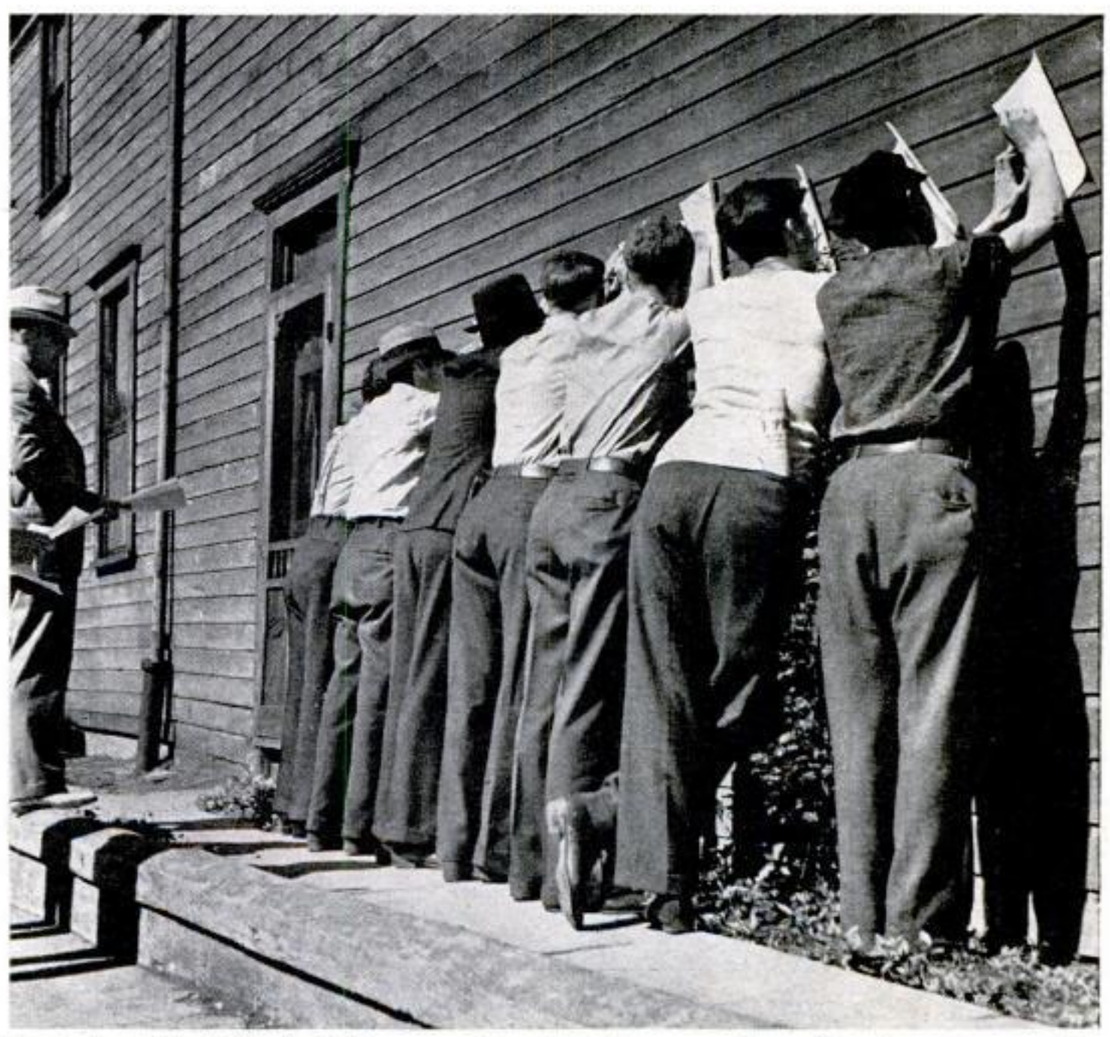
JOHNSTOWN HAS A WEEK OF MARTIAL LAW

It was a threatened march of 40,000 mine unionists on Johnstown, Pa. which precipitated Governor Earle's declaration of martial law and his order closing Bethlehem Steel's big Cambria plant. By that unorthodox action John L. Lewis was persuaded to call off the prospective march. Critics called the march talk a bluff, called Governor Earle much worse. Comparatively mild was a Johnstown "Citizens' Committee" which in full-page advertisements in 40 newspapers appealed for "defense" funds and blamed their plight on the "political maneuvers of an ambitious Governor." (New Dealer Earle disclaimed any Presidential ambitions for 1940, plumped for a third Roosevelt term.) Tops in excoriation was reached by the executive council of the Philadelphia Board of Trade which adopted a resolution condemning both President Roosevelt and Governor Earle for "clearly seditious" policies, charged them with "political chicanery calculated to excite class hatred, incite social disorder and create public disrespect for our constitutionally established institutions of government."

"My purpose in invoking modified martial law was to avoid bloodshed," replied Governor Earle on June 23. "That has been done, and I don't care what anyone says about me." Next day the Governor rescinded his order.

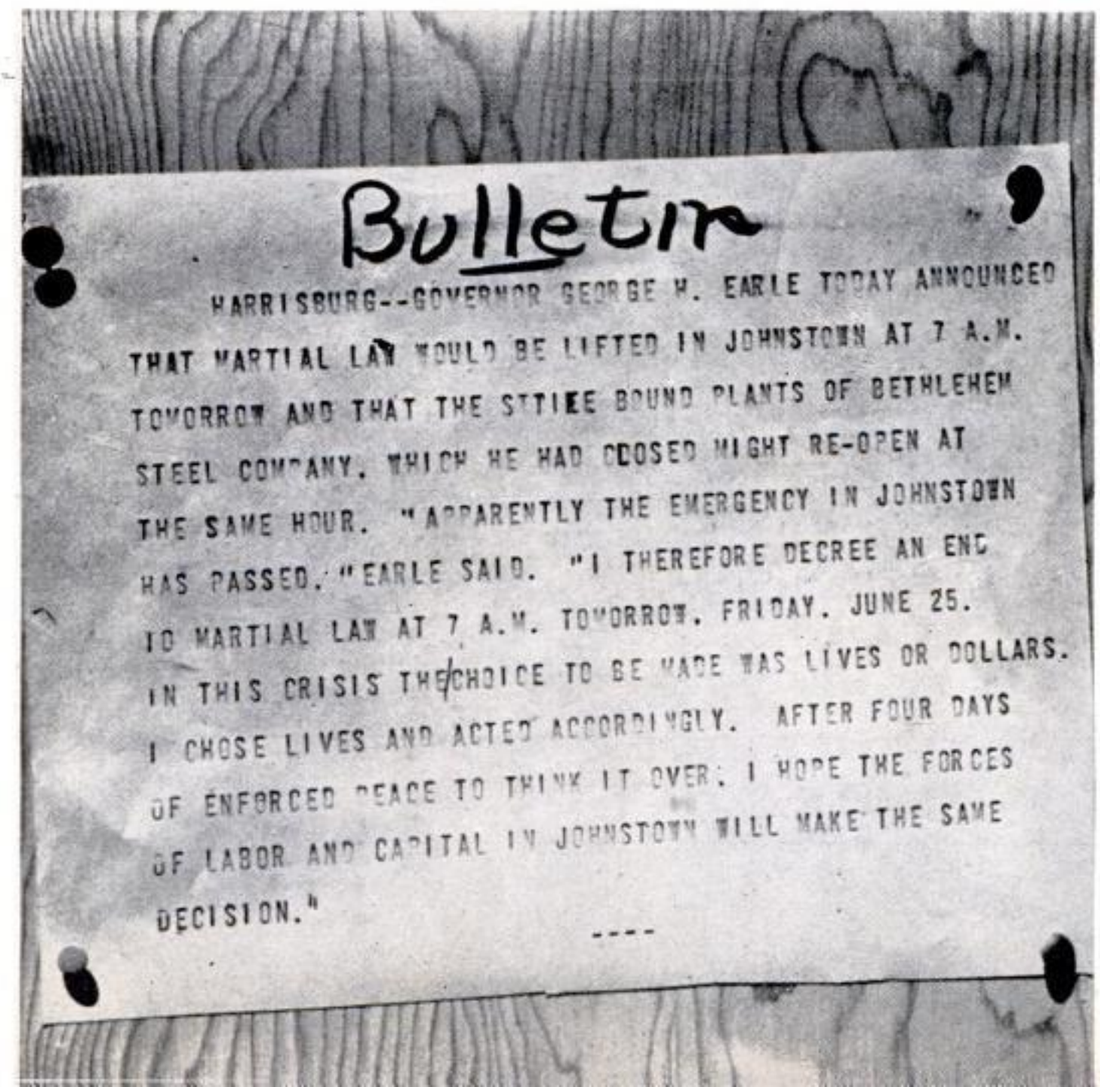


A State policeman stands guard at a mill gate. In contrast to Governor Davey, Governor Earle called out only 525 State police and highway patrolmen, no National Guardsmen.



Eager to get back their jobs, non-striking Bethlehem employes signed petitions asking to have the mill reopened and demanding protection for themselves and their families.

Flash news posted outside the Johnstown *Tribune* office afternoon of June 24 was Governor Earle's announcement ending martial law, allowing the mill to reopen next morning.



Bulletin

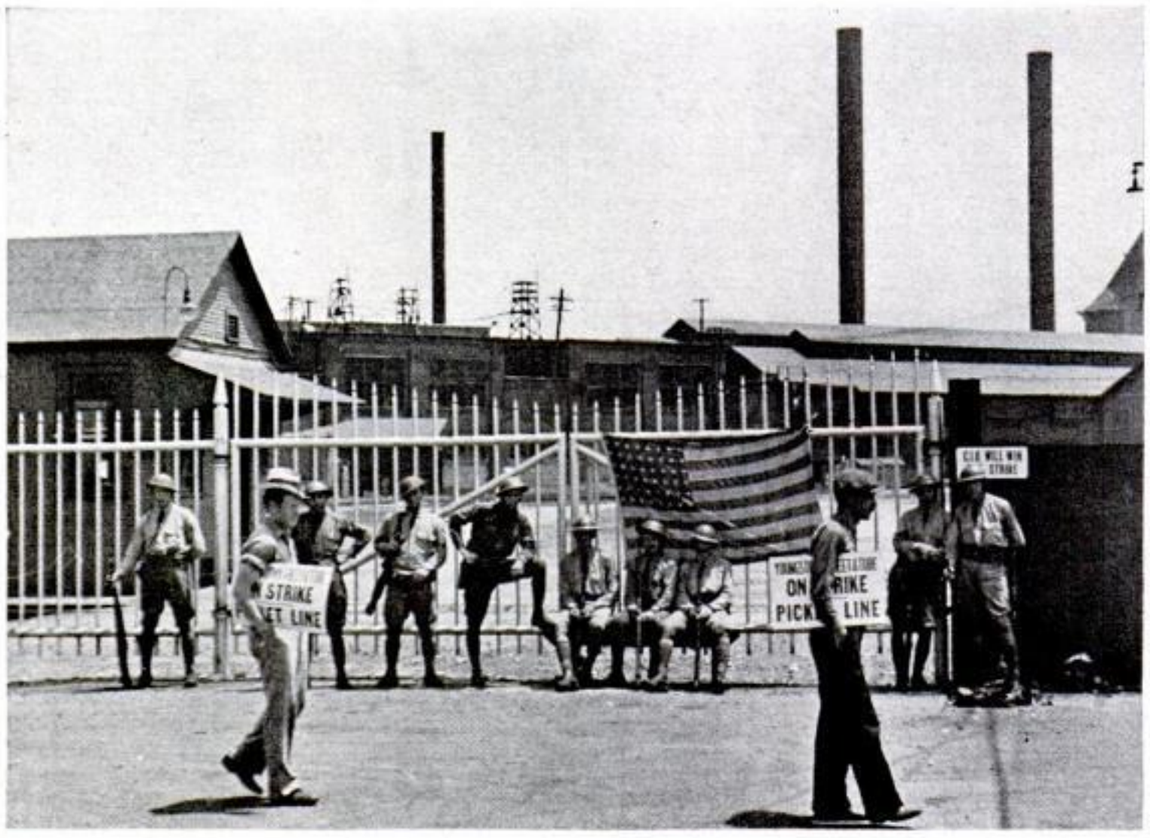
HARRISBURG--GOVERNOR GEORGE H. EARLE TODAY ANNOUNCED THAT MARTIAL LAW WOULD BE LIFTED IN JOHNSTOWN AT 7 A.M. TOMORROW AND THAT THE STRIKE BOUND PLANTS OF BETHLEHEM STEEL COMPANY, WHICH HE HAD CLOSED MIGHT RE-OPEN AT THE SAME HOUR. "APPARENTLY THE EMERGENCY IN JOHNSTOWN HAS PASSED," EARLE SAID. "I THEREFORE DECREE AN END TO MARTIAL LAW AT 7 A.M. TOMORROW, FRIDAY, JUNE 25. IN THIS CRISIS THE CHOICE TO BE MADE WAS LIVES OR DOLLARS. I CHOSE LIVES AND ACTED ACCORDINGLY. AFTER FOUR DAYS OF ENFORCED PEACE TO THINK IT OVER, I HOPE THE FORCES OF LABOR AND CAPITAL IN JOHNSTOWN WILL MAKE THE SAME DECISION."

A march of miners at last materialized when 6,000 of John L. Lewis' loyal coal unionists swarmed into Johnstown on June 25 to help steel strikers try to keep the mill closed.

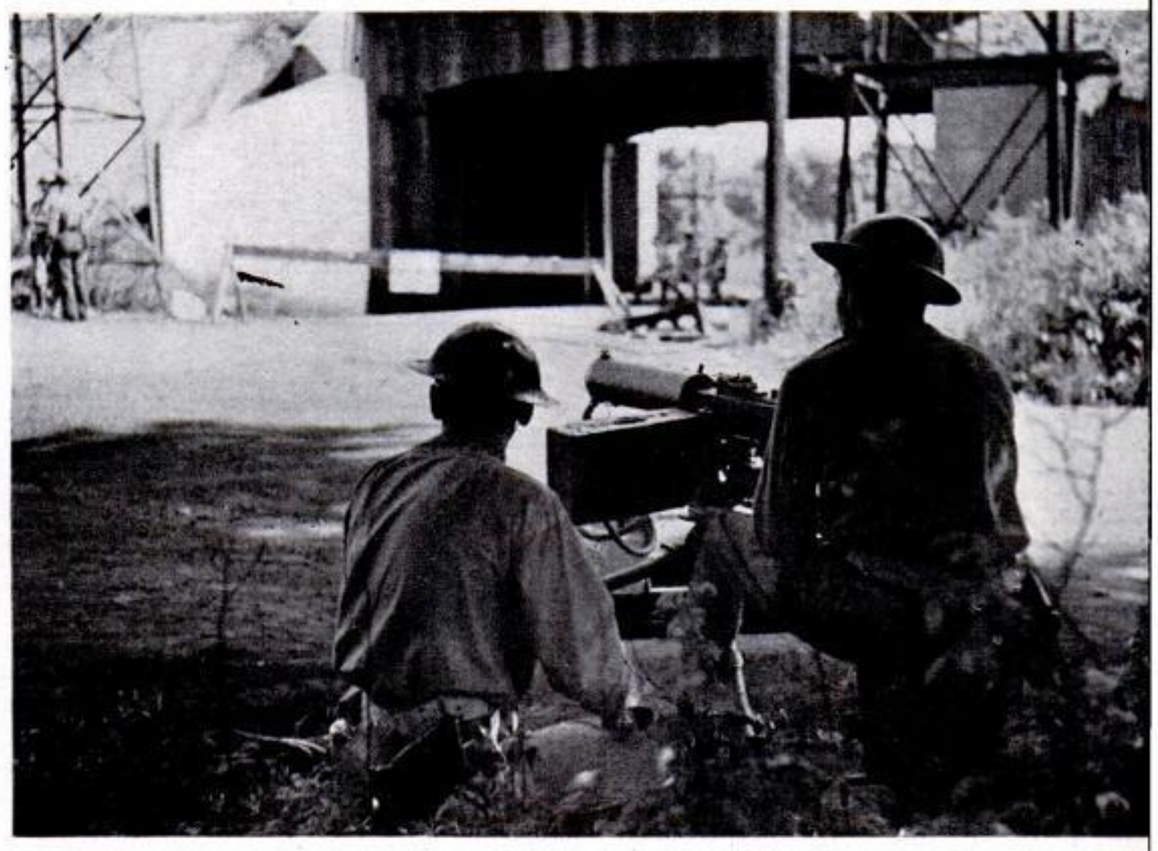


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THE 145TH OHIO INFANTRY DISPERSES A CROWD DEMONSTRATING IN A SHORT-LIVED GENERAL STRIKE AT WARREN, OHIO



The picket line at this Youngstown Sheet & Tube plant dwindled to two listless marchers after National Guardsmen had taken over the job of keeping non-strikers from returning to work.

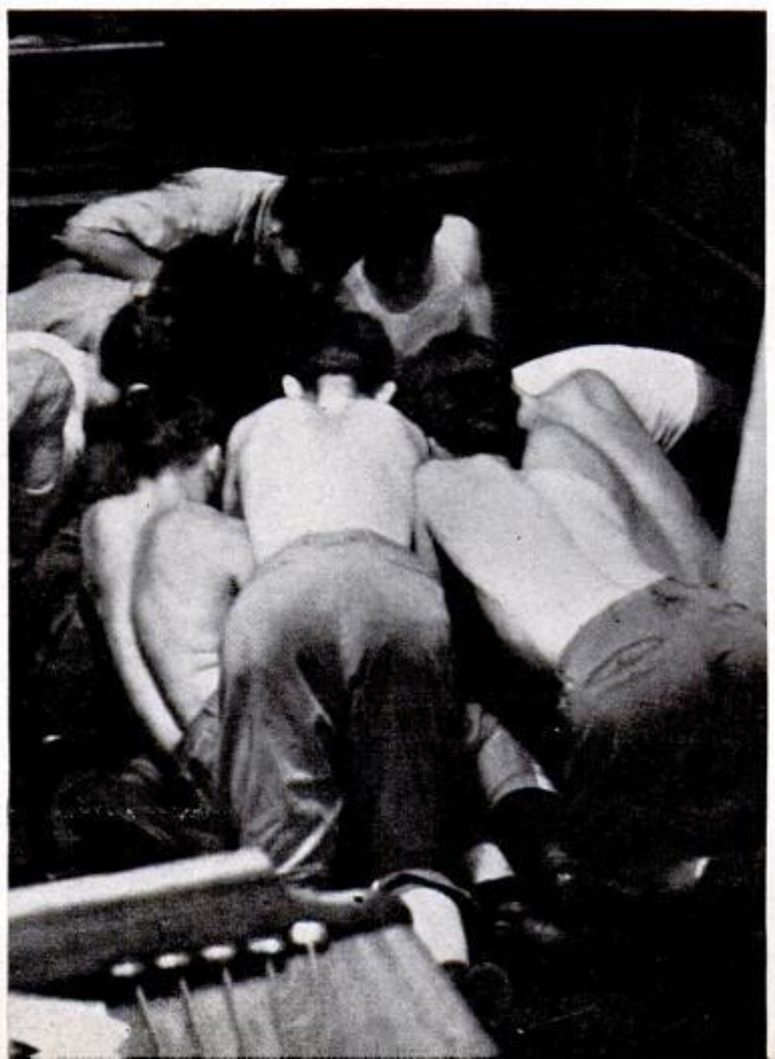


A machine gun manned by two 145th Infantrymen sweeps the gate of a Republic Plant in Warren. National Guard riflemen use light bullets or buckshot, are ordered to shoot only at legs

Sentry duty in Warren camp calls for no great alertness on part of Private Harold W. Neibler, Co. E, 166th Ohio Infantry.



A crap game gives pleasant relaxation to Guardsmen barracked in the second-grade room in Struthers' Elm Street school.



Rest after labor comes to this weary Guardsman who, with tin hat and rifle, has been standing guard duty at a mill gate



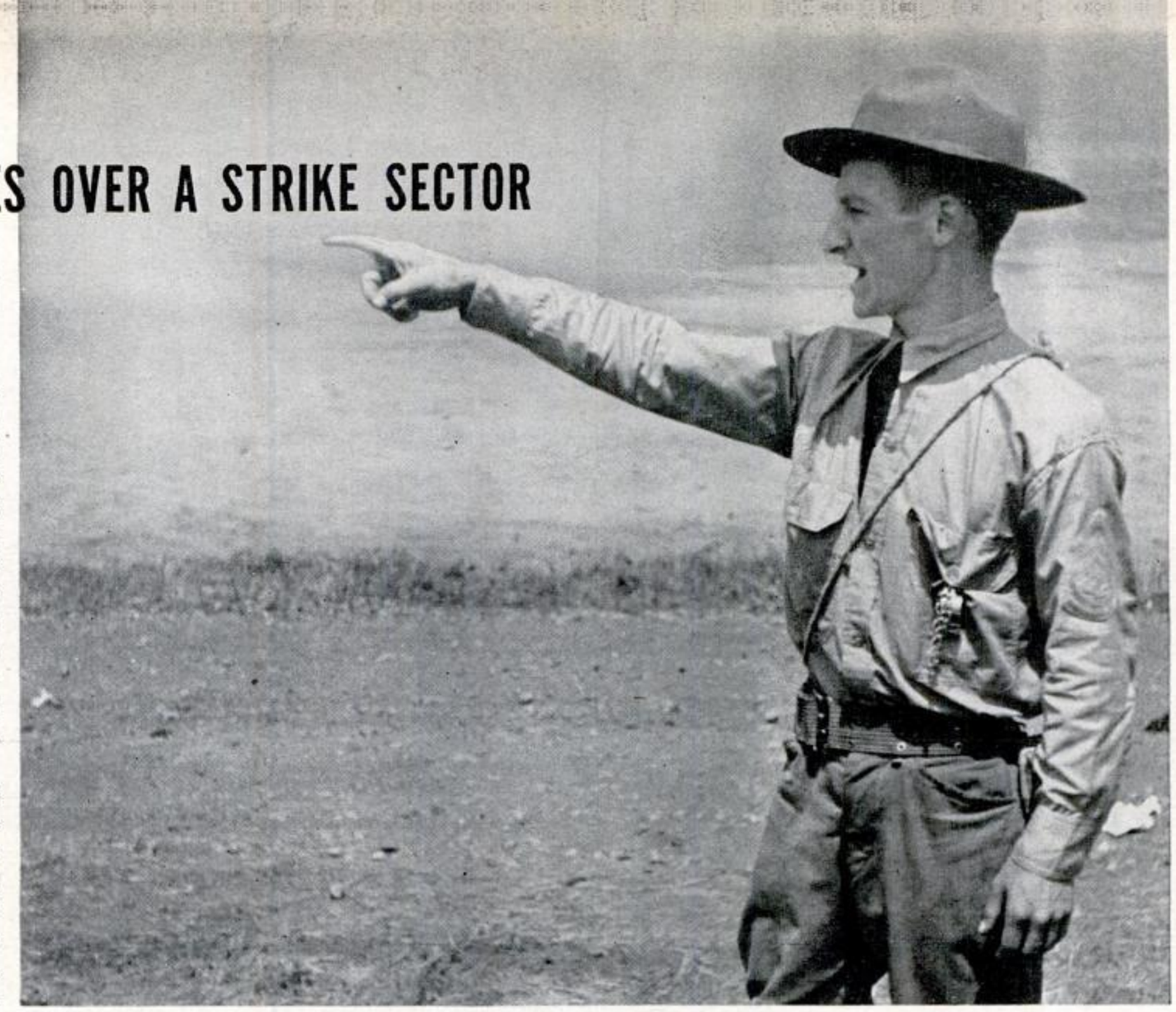
166TH OHIO INFANTRY TAKES OVER A STRIKE SECTOR

(continued)

Sergeant Simpson does his stuff

By train, truck and foot, 4,500 Ohio National Guardsmen swarmed into the Youngstown area June 22 after Governor Davey declared martial law and ordered them to preserve the steel strike's *status quo*. That meant keeping non-strikers from going back to work in plants which were closed or in partial operation. Hence Guardsmen old enough to have done strike duty before had the novel experience of being greeted with cheers from strikers, instead of the usual jeers. But cheers changed to jeers when Governor Davey about-faced and ordered the Guardsmen to protect returning workers. Plants reopened and non-strikers trooped back to work. "The C.I.O., she blow up!" said a disgusted picket.

On this page, as an exhibit of a Guardsman's life while on strike duty, you see First Sergeant James A. Simpson, Company E, 166th Infantry. A native of Marysville, Ohio like the rest of his company, Sergeant Simpson earns his living as member of a surveyor's crew in the State Highway Dept. He is lean, brown-haired, 26, married and father of one, tough when giving orders but a good fellow off duty.



SERGEANT SIMPSON, AFTER TOOTLING HIS WHISTLE, BARKS AN ORDER TO HIS COMPANY



Skeleton companies were all that the 166th could supply for strike duty. In this camp near the Youngstown Sheet & Tube Plant in Struthers, the first row of pup tents shelters Company E.



After two days of sleeping on the ground, Company E is marched off by Sergeant Simpson (*left*) to snugger shelter in Elm Street school's first-grade room. There they sleep on the floor.

At the teacher's desk, Sergeant Simpson goes over his records while his privates entertain admiring moppets on the lawn.



Plenty of beefsteak and vegetables from a field kitchen behind the school keep Sergeant Simpson and his messmates husky.



While Papa keeps the peace, Sergeant Simpson's wife Evelene and their year-old son Richard go to her father's home to wait.

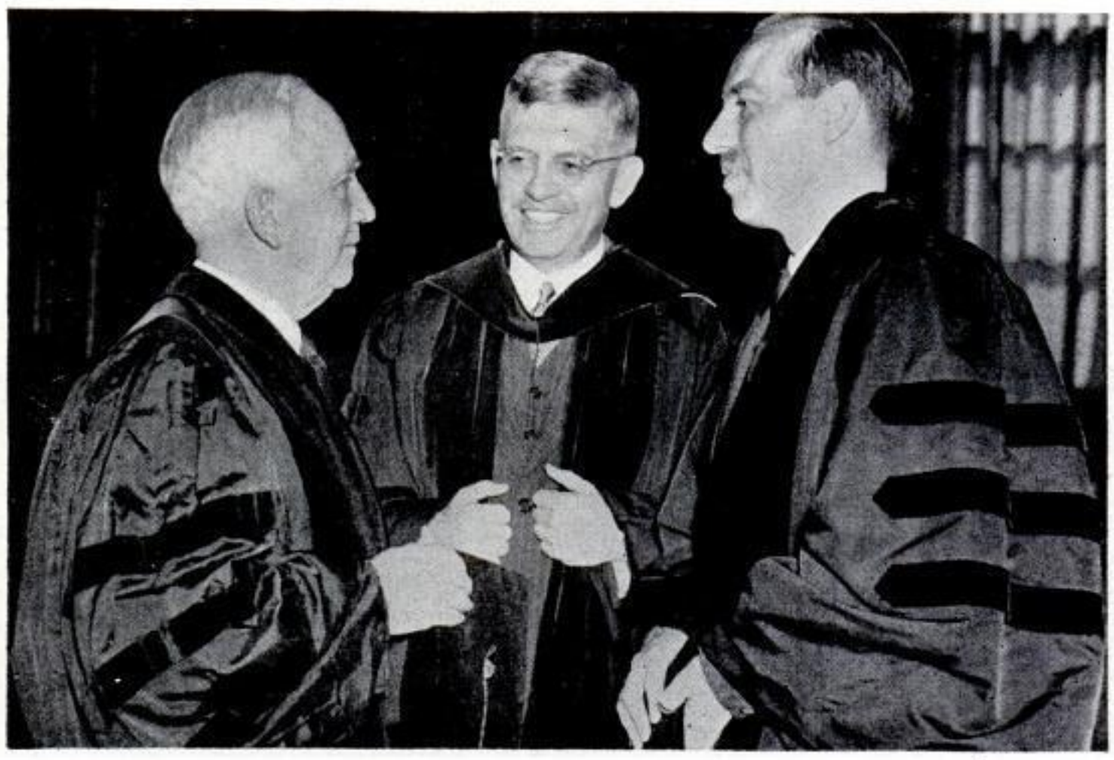


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LIFE ON THE AMERICAN NEWSFRONT: HONORS FOR HUGHESES AND BELGIAN PREMIER

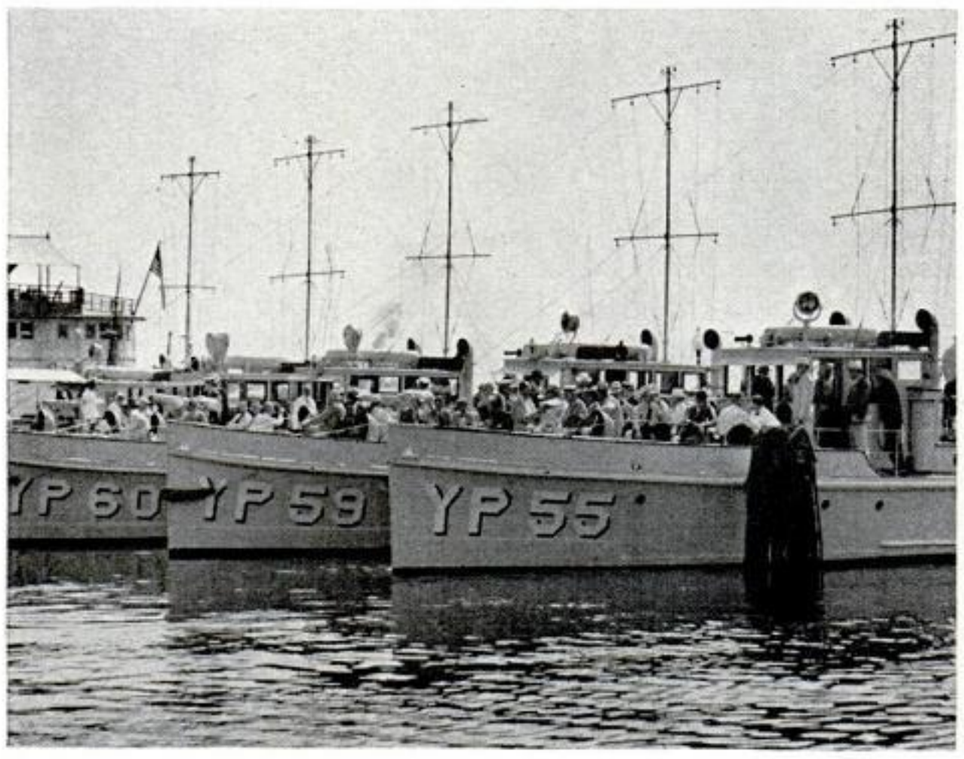


The three scholars pictured above are all graduates of Brown, all named Charles Evans Hughes. At Brown, June 21, the Chief Justice saw his son Charles Evans Jr. (*centre*) receive his first honorary degree, saw Grandson Charles Evans III (*right*) graduated with honors.



Two Ambassadors-at-Large were honored at Princeton June 22 when the U. S.'s Norman Davis (*left*) and Belgium's Premier Paul van Zeeland (*right*) got LL.Ds from President Dodds (*centre*). Premier van Zeeland hurried on to Washington for talks with President Roosevelt.

DEMOCRATS HOLD A PEACE PARTY ON CHESAPEAKE BAY







Four Coast Guard patrol boats left Annapolis the morning of June 25. Aboard were 150 Democratic Congressmen, the first day's batch to attend a three-day "peace party" at the Jefferson Islands Club. Arrived at that Democratic snuggery on Chesapeake Bay, they found President Roosevelt with his coat and necktie off, ready to sit down in convivial surroundings and pour his charm on the hurts and irks of Democrats driven to revolt by the Court, Labor and Economy issues, and by the President's failure to consult them.

WASHINGTON WOMAN IS JAILED FOR BEATING CHILD







Mrs. Ruby Van Ness (*left*) is a WPA teacher in Washington. While she was at work, Mrs. Theresa Cronin took care of her two-year-old son "Laddie" in exchange for room rent. On June 17, Mrs. Van Ness came home to find her child terribly beaten (*centre*). A neighbor boy said he had seen Mrs. Cronin whip "Laddie," swing him by his legs against a bathtub. Police Judge Walter J. Casey (*right*) cried, "This is the worst case I have ever seen." He sentenced cruel Mrs. Cronin to a year in jail, added another year in lieu of a $500 fine.

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LIFE ON THE AMERICAN NEWSFRONT: HAZLETT'S 643 HEREFORDS BRING $305,670



A great Hereford herd bred by the late Robert H. Hazlett (*above*) was auctioned near El Dorado, Kan., June 15–17. Pictured above with their breeder are a champion bull (*left*) which sold with nine other show animals for $18,800 and, a champion cow which brought $3,100.



Hazford Tone 76th, the bull above, fetched $6,800 at the auction which was attended by 8,000 stockmen from 30 States and Canada. They paid a total of $305,670 for the 643 Hazlett Herefords. In 1898 Breeder Hazlett paid $1,500 for his first herd of 16 Herefords.

"GOAT CASTLE" IS BESIEGED BY CREDITORS



In Glenwood, a tumble-down mansion near Natchez, Miss., lives Richard Dana, dim-witted nephew of the late Publisher Charles A. Dana. In 1932, he was accused of murdering a neighboring spinster recluse.

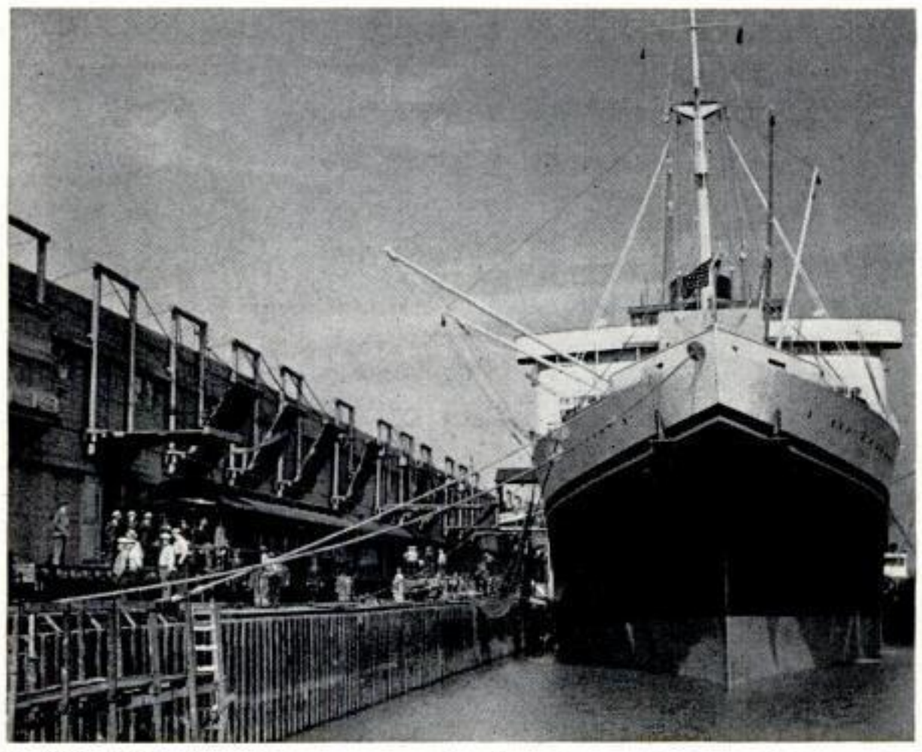


Robert E. Lee's family gave Dana's family this bed in which he sleeps in a setting which might have been conceived by William Faulkner.



Dana's housemates are goats and his guardian, Octavia Dockery, daughter of a Confederate general. His creditors are now besieging his mortgaged mansion, locally called "Goat Castle."

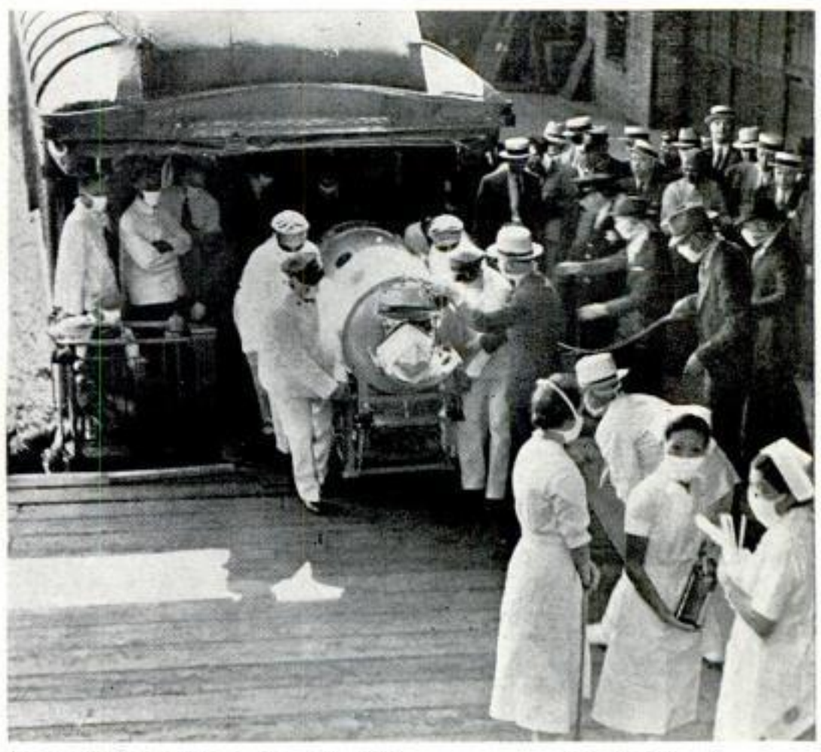
MAN IN "IRON LUNG" ENDS HIS $50,000 TRIP



On his 447th day of life in an artificial respirator, Frederick B. Snite Jr., 26, who was stricken with infantile paralysis in Peiping, China (LIFE, June 14), arrived in San Francisco aboard the *President Coolidge* June 19.



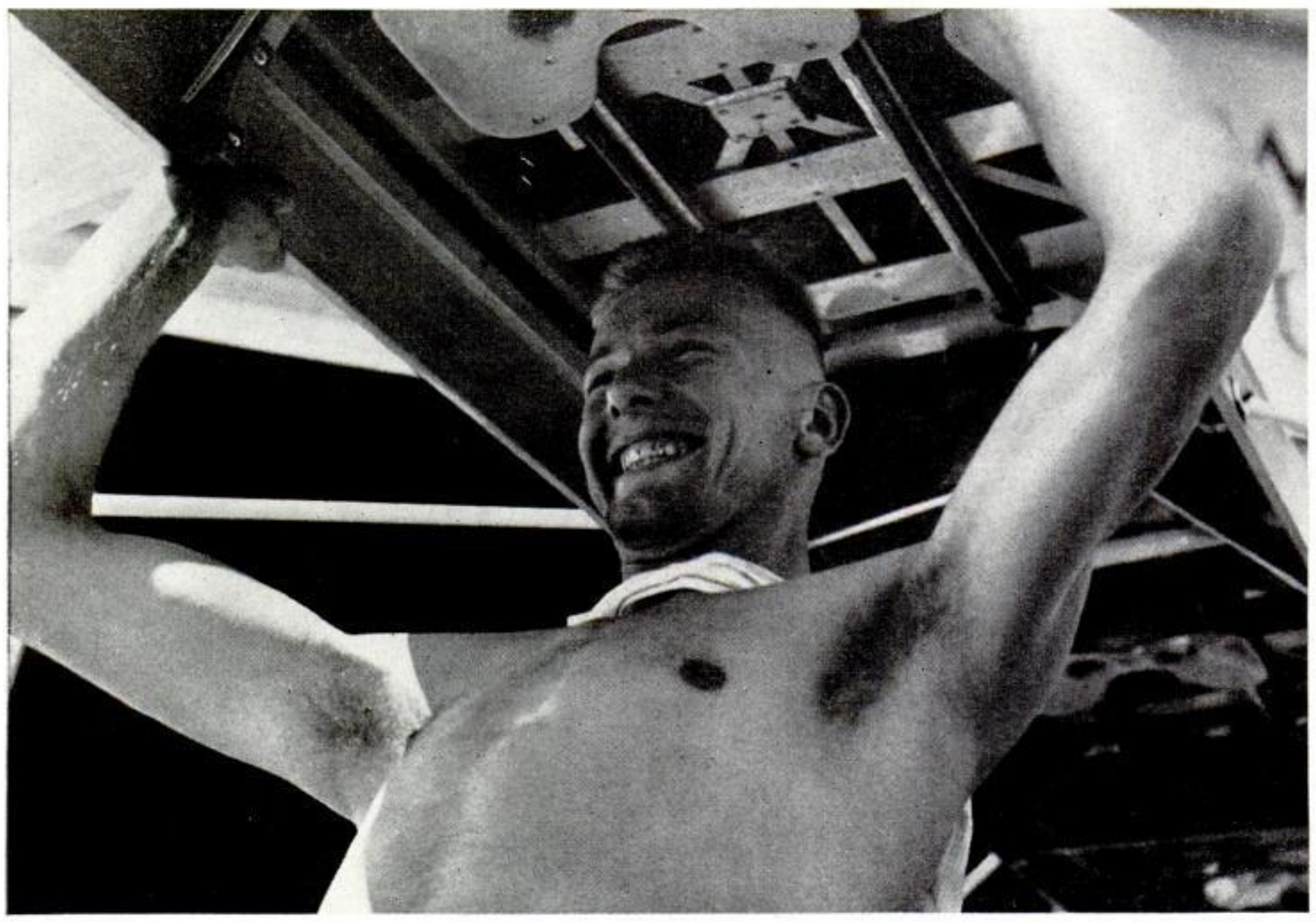
Ship's officers in surgeons' masks help carry the 1,100-lb. "iron lung" to a special Pullman waiting on the pier.



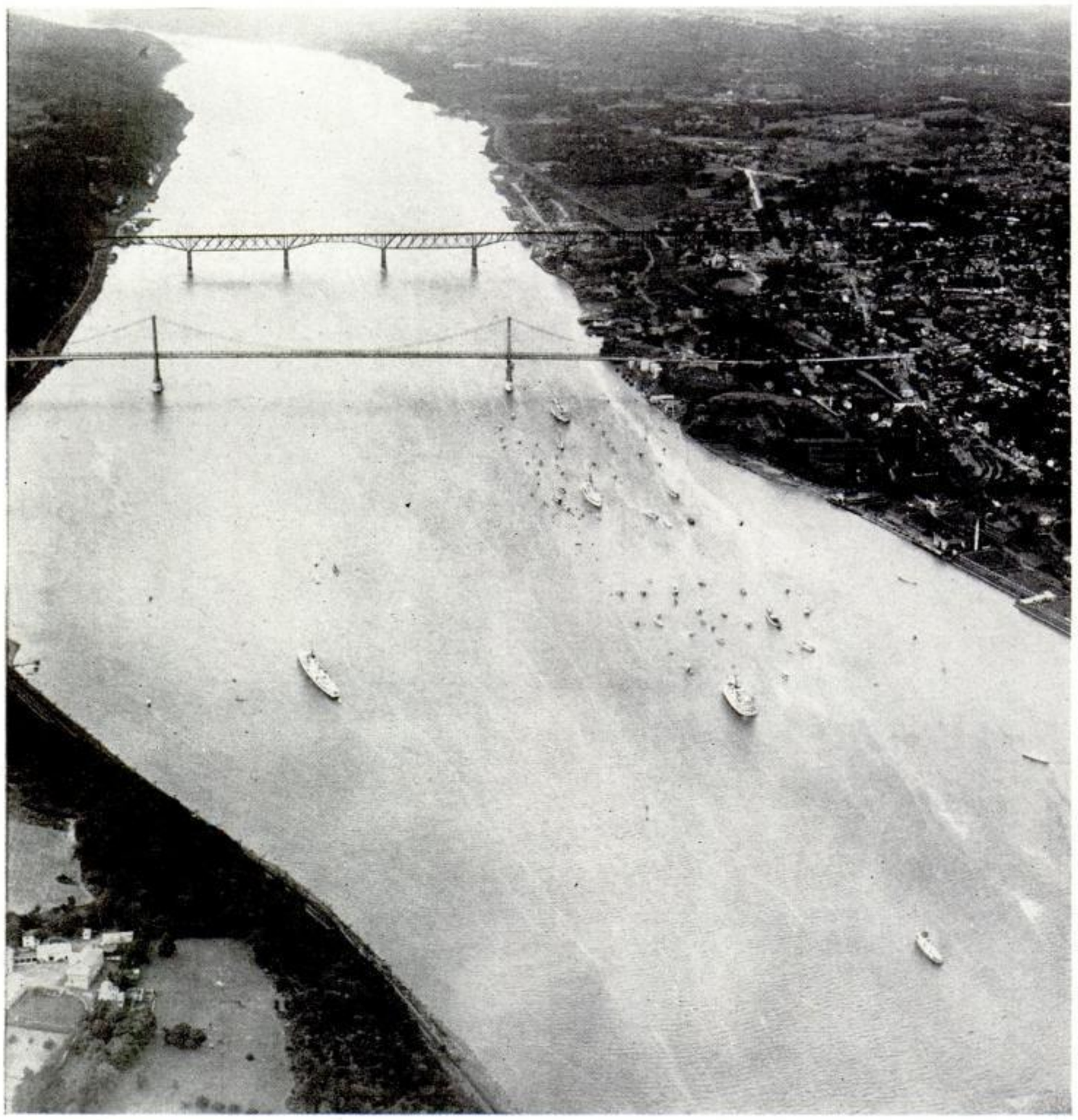
Home in Chicago with his Chinese nurses, Fred Snite is transferred from Pullman to hospital. His father, who paid $50,000 for his son's trip, hopes he may be out of the respirator in seven years.

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LIFE ON THE AMERICAN NEWSFRONT: WASHINGTON CREWS SWEEP POUGHKEEPSIE REGATTA FOR SECOND SUCCESSIVE YEAR



The Huskies is what every University of Washington team is called. This year's varsity crew deserves the name. It averages 6 ft. 2 in. and 175 lb. The happy Husky holding the shell overhead (*above*) is Joe Rantz. He rows No. 7.



The Poughkeepsie course is the most famous rowing course in the U. S. and its annual regatta the most important rowing event. The four-mile varsity race starts just around the bend at top of picture above, comes down under the railroad bridge, where Mike Bogo blows his bombs and ends, in this picture, an inch below the suspension bridge.

Late in the rainy afternoon of June 22, seven college varsity crews pulled down the rough waters of the Hudson River in the last race of the annual Poughkeepsie regatta. On the railroad bridge over the river, stood Mike Bogo. As the race ended, Mike Bogo bent down and touched his lighted cigar to the fuses of three noise bombs, one after the other. Their loud explosions told everyone for miles around that the boat in No. 3 lane had won. No. 3 boat was the University of Washington which started slowly, pulled up fast (the long photograph opposite, showing Washington third from top, was taken shortly after the start) and finished 3½ lengths ahead of Navy. Despite bad conditions, it set a course record of 18 min. 33⅗ sec. The victory established Washington as the leading rowing centre of the world and Coach Al Ulbrickson as a great rowing master. Last year's varsity crew, with the same eight rowers who were in this year's boat, won both at Poughkeepsie and the Olympics. Both last year and this, Washington's freshman and junior varsity crews won their events, sweeping the river clean for their college.



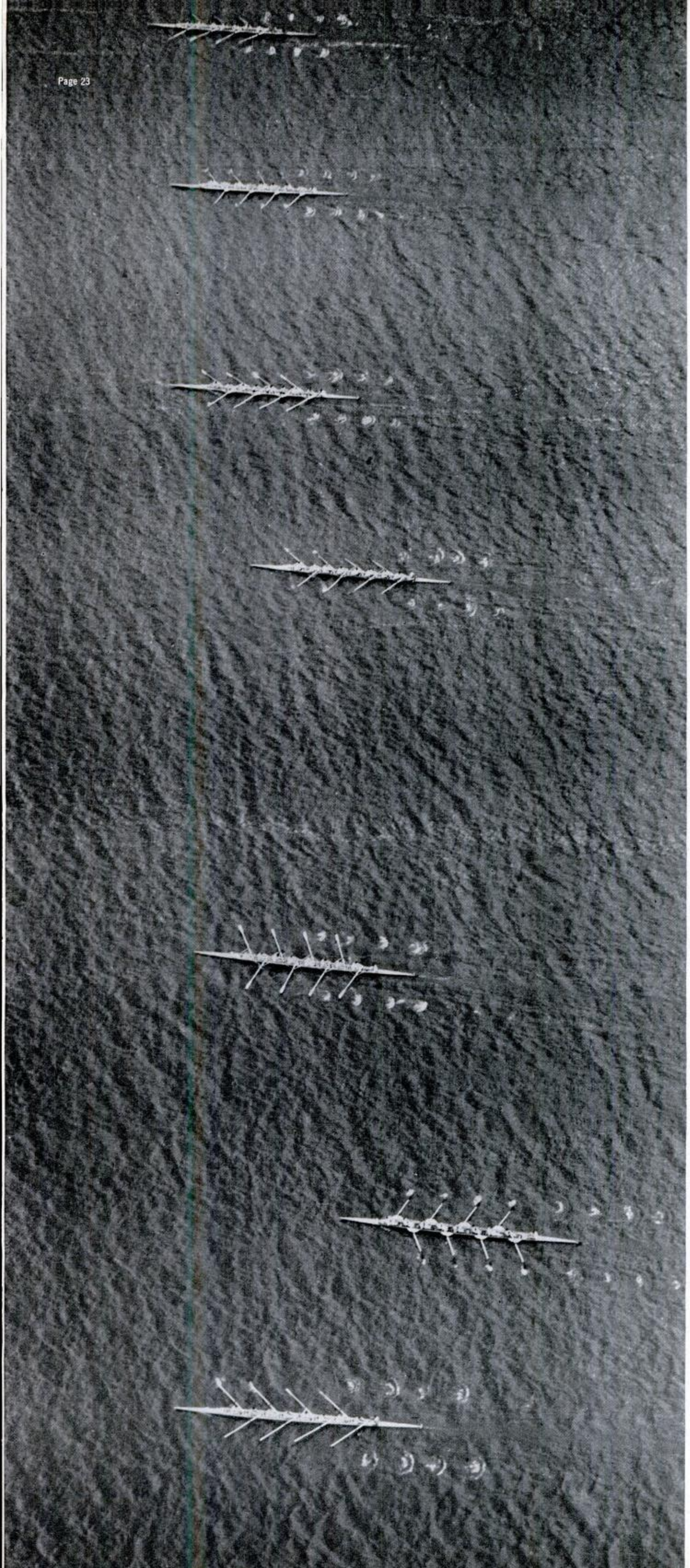
Mike Bogo (*above, with bomb*), runs a Poughkeepsie beer tavern, has set off announcing bombs at regattas for 30 years.

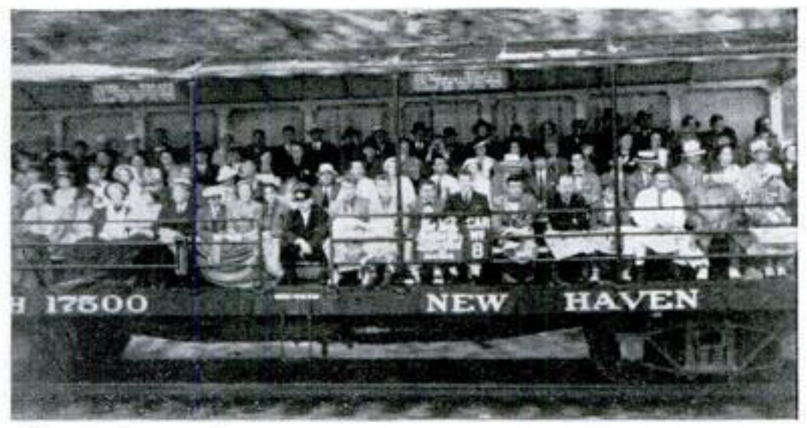


Mike lights a fuse (*above*), dashes away (*below*). This year a bomb went off too soon, burned Bogo but not badly.



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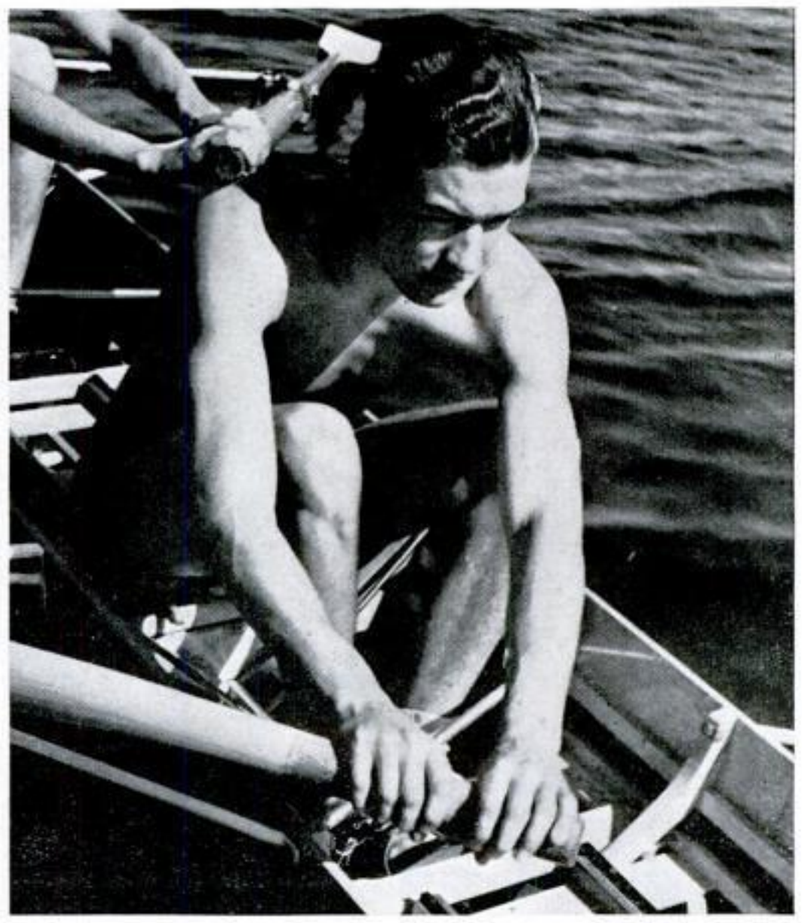
Observation train this year made a false start when it steamed off ahead of the crews, had to chuff back to the starting line.



Coach Al Ulbrickson teaches the Washington Stroke, also used by many other crews: moderate reach and layback, quick recovery.



Coxswain Eddie Schenck was only member of this year's Washington crew not also in last year's Poughkeepsie and Olympic shells.



Stroke Dan Hume's two-year performance for Washington has stamped him one of the greatest college strokes of the past decade.

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ONLY NIMBLE FEET KEEP THIS LOG DRIVER AFLOAT



IF A LOG JAM LIKE THIS CANNOT BE CLEARED BY HAND, DYNAMITE IS USED TO BLAST IT LOOSE

PORTFOLIO ON PAPER: Driving Logs from Forest to Factory

Photographs by Margaret Bourke-White

Water and wood are the two necessary elements to the gigantic newsprint industry. Because of the tremendous increase made in the consumption of newsprint in the last 20 years, U. S. manufacturers have rented or bought millions of acres of forests, built mills and power plants in Canada. There spruce trees, which make the best newsprint, and rivers are plentiful. On these two pages you see lumberjacks working in the upper Gatineau region on some of the 20,000,000 acres of forests leased and owned by the International Paper Company in Eastern Canada. In autumn these men fell trees, cutting through a 20-in. trunk in nine minutes, then sawing them into 16-ft. logs. Horses drag these to the nearest frozen creek where they are piled. Spring thaws crack the ice, send millions of logs racing down rapids towards the paper mills. The log drivers, armed with long grappling hooks, skip from log to log, skilfully keeping them in line and preventing jams.



Spiked boots and peavey—a form of grappling hook—are the instruments used by the logger to drive bobbing logs down the river. His favorite diversion is dancing.



A log boom is formed in Wahwati Creek (*left*) by chaining a series of logs together. Other logs are floated into it. When full, the boom is towed down the river by a tug.

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PORTFOLIO ON PAPER:

(continued)

Here you see what happens to the logs before they are processed into paper. At left are gigantic booms which have been towed down the river through still water. They have already been sorted—the size of logs in each boom depending upon the use to be made of them. Mooring posts for the booms are the small structures similar to roofless houses. When the factory wood supply runs low, a boom is hauled close to the wood piles you see at right. The pile on the field of daisies shows how a solid circular foundation is built by neatly laying the logs on top of each other. Then con-

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LOGS ONTO WOOD PILES

veyors draw others from the river, dump them on the pile helter-skelter. During the dry season water is played on the logs every day to keep them from catching fire from spontaneous combustion. Cranes collect huge bundles of wood, carry them to the mill. The factory at the top of the page is the Three Rivers mill in Quebec belonging to the International Paper Company. It is the largest in the world, having a daily capacity of 800 tons, which is the equivalent of a strip of paper 68 inches wide and 7,000 miles long. Estimated world production in 1936: 8,200,000 tons.

PORTFOLIO ON PAPER: THIS IS HOW NEWSPRINT IS MANUFACTURED *(continued)*



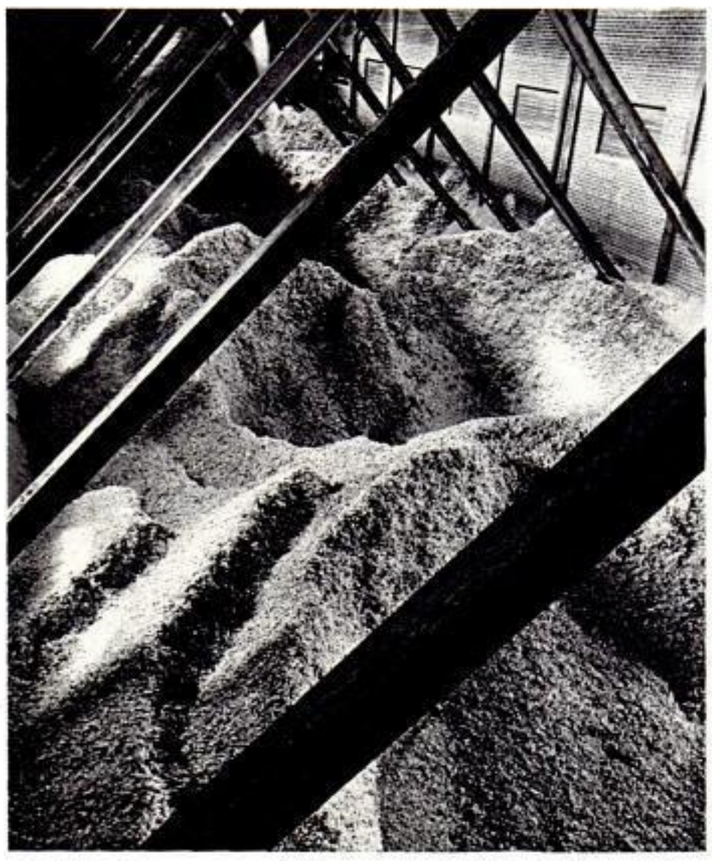
1 Circular saws in the "slasher" mill cut 16-ft. logs into standard lengths, usually 4 feet. Barking drums then remove the bark which feeds furnaces generating steam for cleaning and liquefying wood and for drying paper.



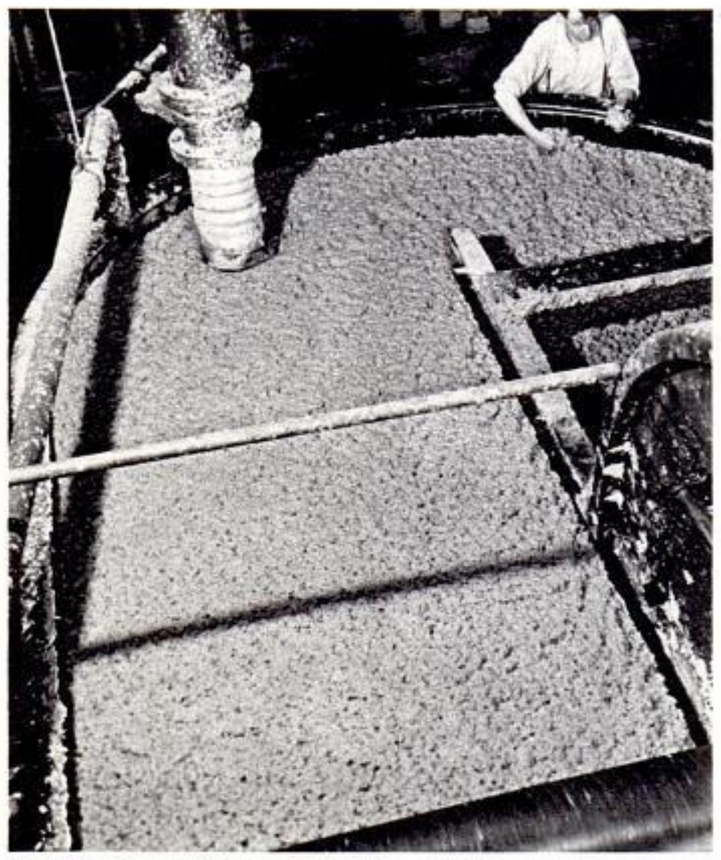
2 Small logs under a water spray descend into the main mill to be reduced first to chips and then to pulp.



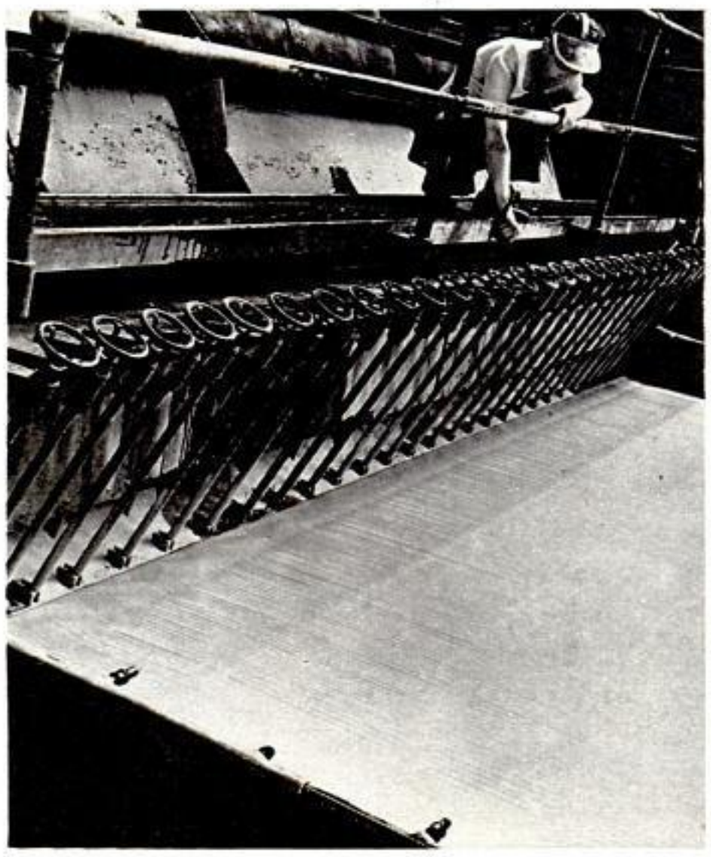
3 Small chips are what is left of logs after they have passed through the chipper's whirling steel knives.



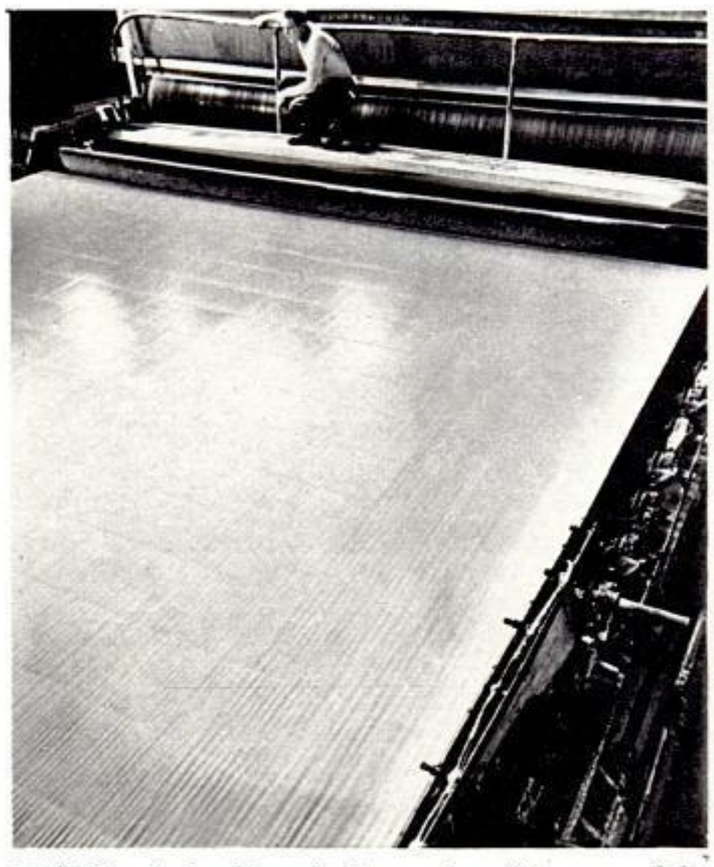
4 The chips are now being mixed with bisulphate of lime and added to wood which has been ground to dust.



5 The beater mixes chemical and ground pulp. Bleaching materials are also introduced in these tanks.



6 The "flowbox" spreads the watery stuff on an endless belt of fine brass-wire mesh moving at 20 ft. per second.



7 Water drains through the mesh and is removed by suction before the material passes into the first roller.



8 Revolving steam-heated cylinders dry the liquid paper after which cold rollers give it a smooth surface.

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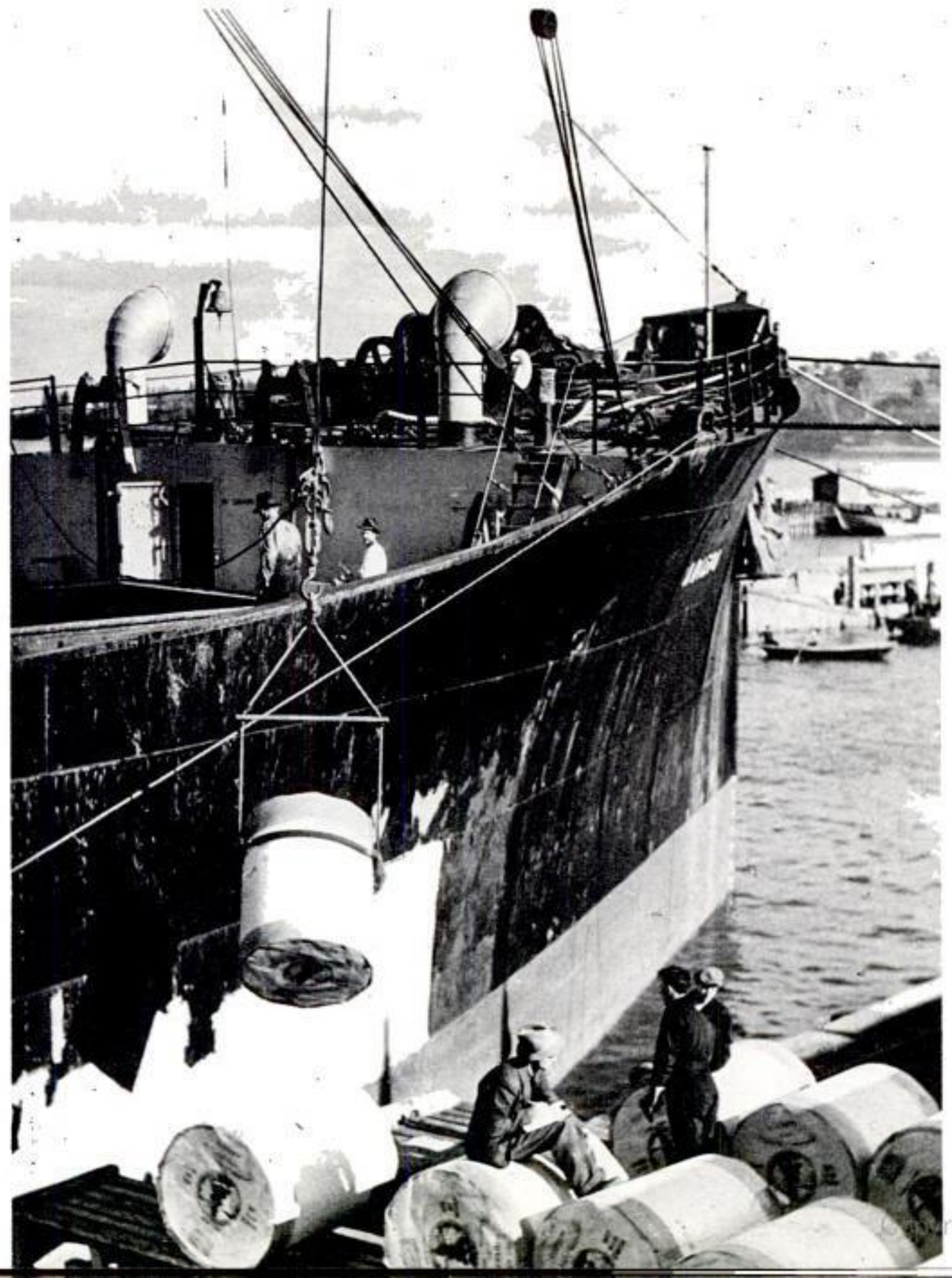
A 20-FT. ROLL OF FINISHED PAPER ARRIVES ON THE REWINDER, TO BE CUT INTO THE DESIRED LENGTHS, WRAPPED AND SHIPPED

WOOD, WATER & POWER MAKE NEWSPRINT

Making paper consists in large part of adding water and steam to wood and drawing it out again. At every stage of processing the pulp is sprayed either for cleaning or for liquefying purposes. When the product reaches the "flowbox" it contains 99% water, 1% pulp. Then the flying mesh, rollers and suction box absorb 30% of the water. After its 300-ft. journey through hot rollers, which act as dryers, the sheet of paper emerges containing only about 8% of water.

Other fundamental requirement to paper manufacturing is power. Because newsprint must be cheap, cheap hydroelectric power must be available. Today the rapid waterways used for floating logs are dotted with power dams. Electricity energizes most plants.

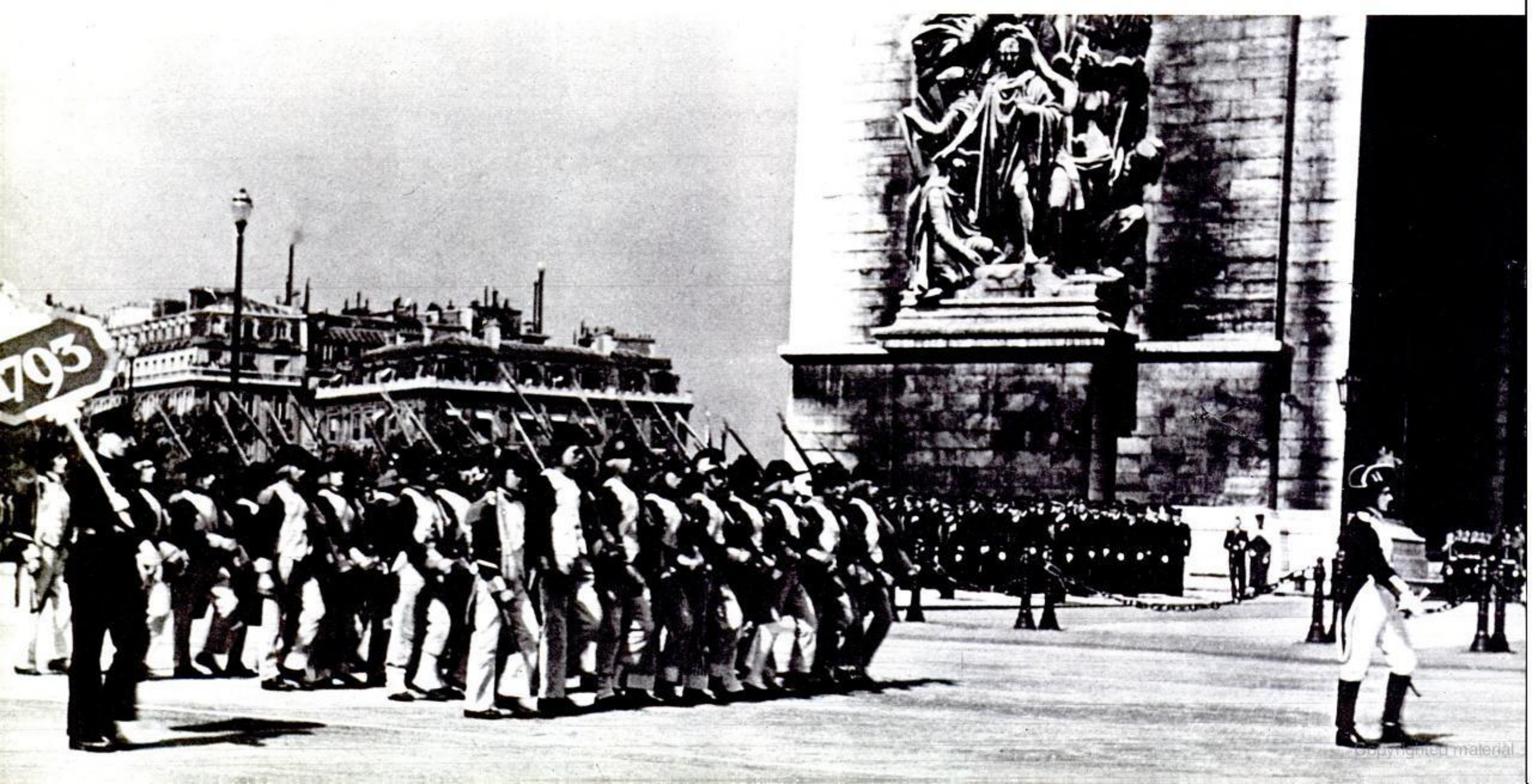
The finished roll of newsprint weighs about 1,400 lb. Because ships provide the cheapest form of transportation, mills, where possible, are located on rivers having access to the sea. At the right you see rolls being loaded onto a ship at Dalhousie, N. B. From here they will be distributed all over the world. Greatest market is the U. S. whose 38,000,000 copies of daily papers, 28,000,000 copies of Sunday issues and countless magazines consumed some 3,700,000 tons of newsprint in 1936. How to produce more paper is worrying owners of Canadian plants. To get paper at lower prices is the publishers' problem. The latter propose to make the U. S. independent of imports. The recent success in manufacturing Kraft paper in southern States is making the nation paper-conscious. To foster newsprint production in the South is the aim of U. S. publishers.



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THE FRENCH PARADE ON A NATIONAL HOLIDAY

Bastille Day is France's biggest holiday, but to different Frenchmen it means different things. Every July 14, they rally on two great public squares in Paris, the Place de l'Etoile and the Place de la Bastille. Dominating the former is the Arc de Triomphe (*above*), symbol of imperial France. It was begun by Napoleon in 1806 to signalize the conquest of practically all Europe. Thirty years later it was completed as a monument to the burning nationalism of Frenchmen. The figure of laurel-crowned Napoleon still ornaments its façade (*below*), and by a strange coincidence, once a year on the May 5 Anniversary of his death, the sun sets dead in its centre (*above*). Today his spirit still pervades the great circular plaza on which it stands, the meeting place of Fascist France. To it each Armistice Day and Joan of Arc Day, François Casimir de la Rocque would march his *Croix de Feu* up streets lined with jeering Leftists. But since the Popular Front came to power, his demonstrations have been forbidden and the nationalist thunder he formerly monopolized has been stolen by his opponents. On the Arc's hundredth anniversary (July 29, 1936) Leftists paraded past it dressed as the "sans culottes" of the 1793 revolutionary army (*below*).



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Jean Paul Marat, "friend of the people," who advocated direct action in 1789, marches again on Bastille Day, 1936.



A republican soldier of 1789 draws his sword in salute as he passes Leftist spectators on the Place de la Bastille.



The Place de la Bastille, Union Square of Paris, is the symbol of republican France. The spirit of great French revolutionaries from Voltaire to Jaurès still pervades it. Beneath its monumental bronze pillar, Leftists now march with the clenched-fist salute of the Popular Front (*above*). This picture, taken July 14, 1936, will be duplicated July 14, 1937. Though Léon Blum will no longer stand as Premier on the pavilion in the background, his sharp mind will still control the new Popular Front cabinet formed June 22. And this year, as always, the people of Paris will dress up, parade, dance in the streets to celebrate the democracy that began when the Bastille fell.



A woman of the revolution wears bonnet and frill of 1789; below, an old man with a "bonnet rouge," emblem of revolt.



Communists and trade unionists (*above*), as well as Parisian girls, (*below*) give Popular Front clenched-fist salute adopted from Russia.





Dancing in the streets is a Bastille Day custom. It continues for three nights on every corner.

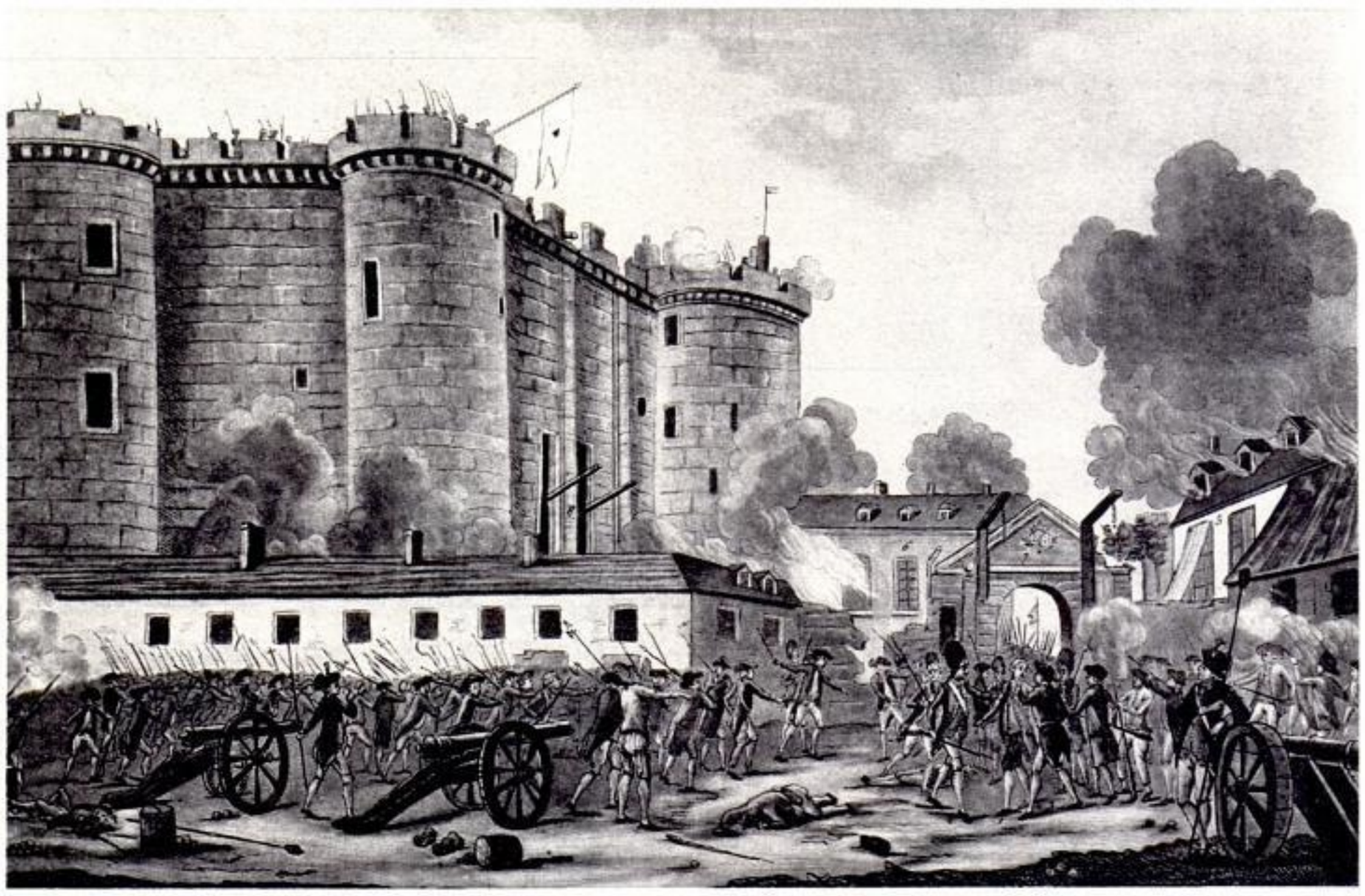


(*continued*)

SOCIAL DEMOCRACY

began in France when the Bastille fell

Contrary to most U. S. opinion, social democracy did not begin with the American Revolution of 1776. The American Revolution, primarily a political revolt, established the right of a discontented people to cashier their rulers, but it did not strike at such medieval remnants as feudal tithes and dues. Not until democratic Thomas Jefferson prevailed over aristocratic Alexander ("Your people is a great beast") Hamilton in 1801 did U. S. democracy get a firm foothold. Till then the Spirit of 1776 was a mere popgun compared to the explosive French Spirit of 1789. For the French Revolution struck point-blank at fundamental social changes. It ended feudalism by exterminating tithes, confiscating baronial estates, nationalizing the property of the church. It established social equality by humbling the clergy, abolishing the caste system. It opened a new industrial regime with price control and public ownership of national resources. At its height in 1793–94 it introduced for the first time a social democracy that failed in practice, but remained the inspiration of reformers for a century to come.



After four hours of siege, the Bastille hangs out the white flag of surrender. In the old French print (*above*), Jordan de Launay, Bastille governor, is led off to his death.

The keys of the Bastille are held aloft by republican soldiers who release the dungeon's prisoners in this old engraving (*below*). To Frenchmen these keys are still holy.

For Map of Bastille turn page

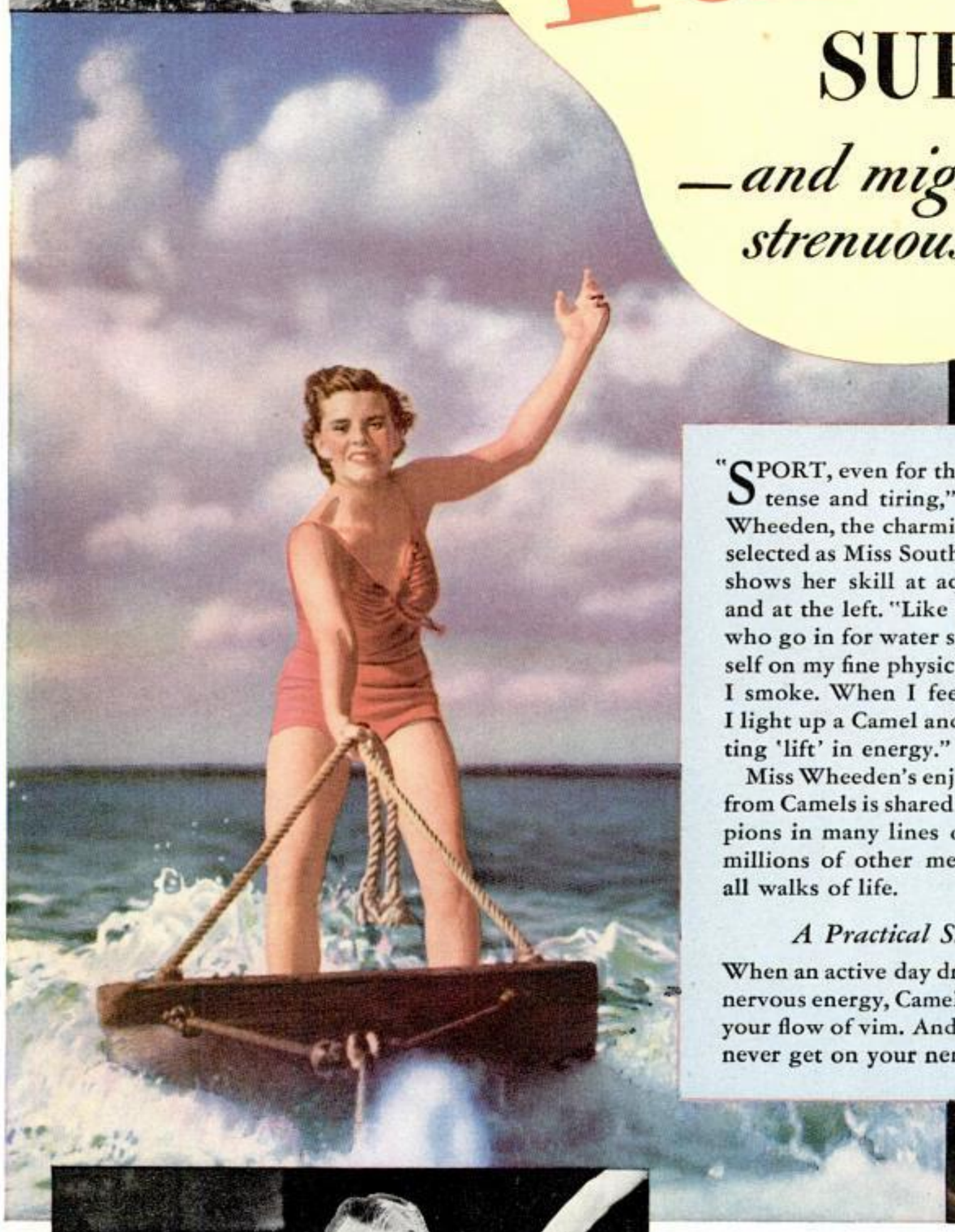


fun?

SURE IT IS

—and mighty strenuous too!





"SPORT, even for the fun of it, can be tense and tiring," says Miss Gloria Wheeden, the charming co-ed recently selected as Miss Southern Florida, who shows her skill at aquaplaning above and at the left. "Like most of the folks who go in for water sports, I pride myself on my fine physical condition. Yes, I smoke. When I feel a bit let-down, I light up a Camel and get an invigorating 'lift' in energy."

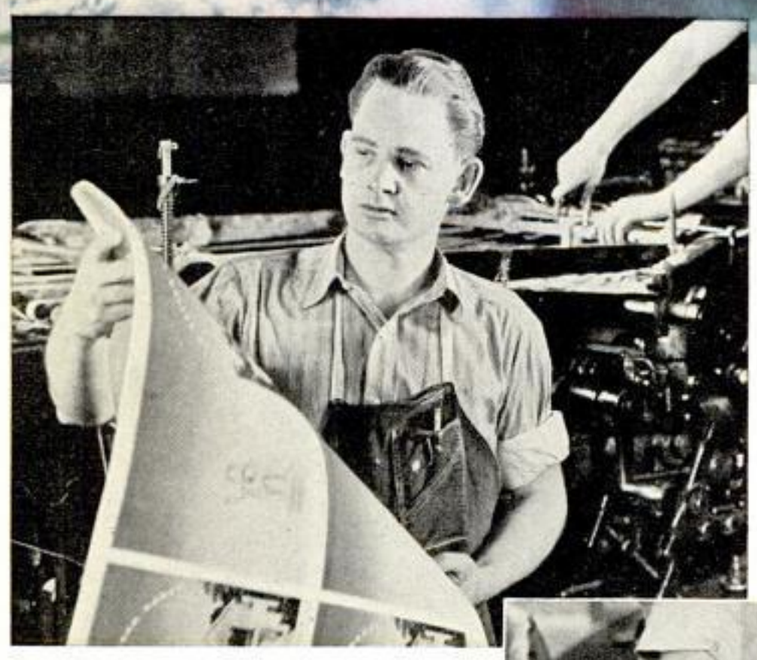
Miss Wheeden's enjoyment of a "lift" from Camels is shared by famous champions in many lines of sports, and by millions of other men and women in all walks of life.

A Practical Suggestion:

When an active day drains physical and nervous energy, Camels help you renew your flow of vim. And being mild, they never get on your nerves.



Copyright, 1937, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



"MANY A TIME I've smoked a Camel to get a 'lift' in energy," says Harry Burmester, printer, *{left}* shown working at the high-speed, four-color press. And he follows up with these words: "With my Camels handy, I feel I can take the tough spots right in stride. Camels never tire my taste or irritate my throat—even smoking as much as I do. Camel's mildness suits me to perfection."



COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS ...Turkish and Domestic... than any other popular brand



1060 PARACHUTE JUMPS—no mishaps! That's the amazing record of Floyd Stimson, official parachute tester *{right}*. "Camels are so mild that I take healthy nerves for granted," says Floyd, who started smoking Camels 10 years ago—at the time he made his first parachute jump. "I've found just what I want in Camels. Mildness—tastiness—a big helping hand to my digestion—a bracing 'lift' in energy when I'm tired. My order's 'Camels' every time."

Get a Lift with a Camel!

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Declaration of an Independent

WE don't say that you have to be an independent distilling company like Frankfort in order to produce good whiskey. But we do believe that being independent helps.

For a family concern like ours, one that's been operated and controlled by the same family since its founding in 1865—such a company isn't beholden to outside financial interests. It has no fixed dividend requirement to meet. It can concentrate on the one business of making whiskey—*good* whiskey.

As our great-grandfather, the founder of Frankfort, said: "Let somebody else make the *most* whiskey—we want to make the *best* whiskey."

To make the best whiskey takes patience. It also takes the willingness to spend more money to produce better whiskey. But that's the way we operate.

We buy the choicest grain—grain seasoned to a dry, flinty hardness. (Because that's the kind of grain that makes the finest whiskey.) We cling to the old-fashioned sour-mash method of distilling—a method that takes one-third longer, and produces less whiskey per batch of grain. (Because that, we believe, is the only way to make a truly great whiskey.)

Nor do we stop there. We try to make sure that our whiskey is sold as honestly—yes, and as honorably—as it is made.

We try to see to it that Frankfort whiskies are sold through the most reputable outlets. And we believe you'll find that the places that display Frankfort goods are the best in your city.

Moreover, it is our earnest hope that those who buy our whiskies are people who respect them as we do... people who believe that fine liquor has a deserving place in the scheme of gracious living and who treat their whiskey moderately and discreetly ... people who share Abraham Lincoln's attitude toward liquor—that "*the difficulty lies not in the use of a bad thing, but in the abuse of a very good thing.*"

* * *

• *To obtain a free reproduction of the above natural color photograph suitable for framing, write to Frankfort Distilleries, Incorporated, Dept. D, Louisville, Ky.*

FRANKFORT DISTILLERIES, INCORPORATED

LOUISVILLE and BALTIMORE

MAKERS OF

Four Roses 90 PROOF

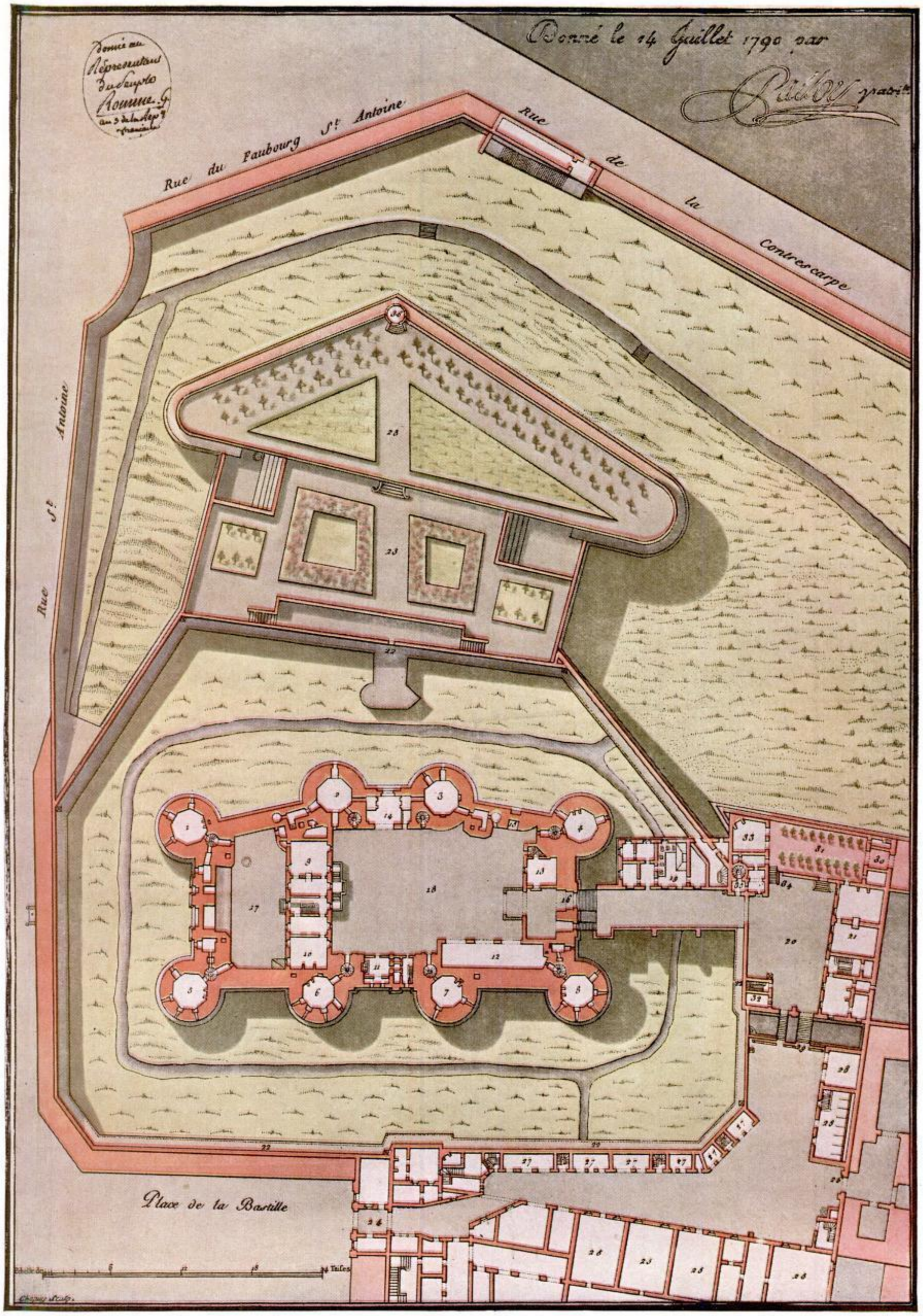
Paul Jones 92 PROOF

Old Oscar Pepper BRAND 90 PROOF

Mattingly & Moore 90 PROOF

All blends of straight whiskies

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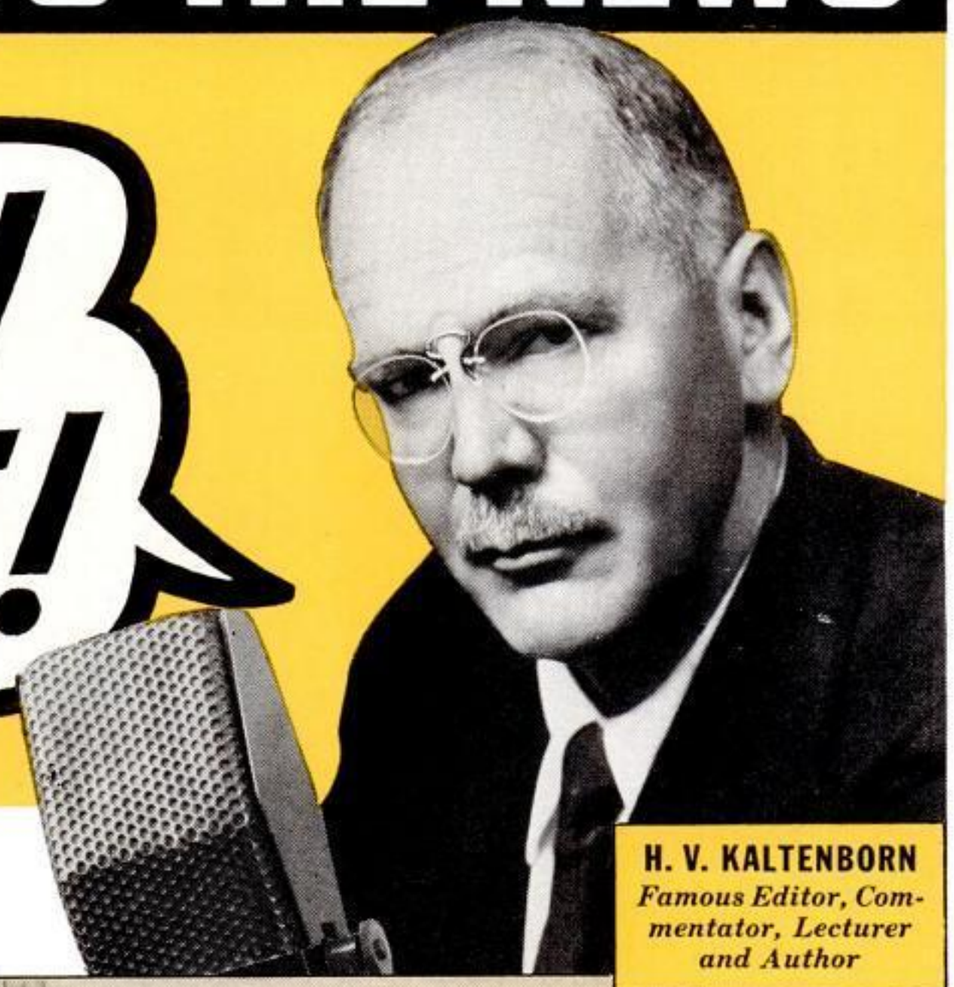
THE PARIS BASTILLE FELL JULY 14, 1789

At 9 a. m. on July 14, 1789, the people of Paris, now in open revolt against Louis XVI, set out to take the Bastille, symbol of Bourbon despotism. They attacked the *Hôtel des Invalides*, seized a mortar, 27 guns and 32,000 muskets, and surged down the Rue St. Antoine into the Place de la Bastille (*see map*) overlooking the fortress' eight massive towers (1–8). Asked to surrender, old de Launay, hated Bastille governor, ordered his 95 *invalides* (pensioned soldiers) and 30 Swiss guards to fire. The siege of the Bastille was on. The populace, now reinforced by mutinous *Gardes Françaises*, rushed the forecourts (between 25–27) to the first drawbridge (29). A cartwright, hoisted on bayonets stuck in the wall, hacked the drawbridge chains with an ax, and the attackers poured through the Government Court (20) to the main drawbridge (16). After four hours of shelling, the garrison surrendered. Now the whole suburb of St. Antoine to a man came roaring into the main court (18) to disarm the besieged. A Swiss ran and was stabbed. An *invalide* had his right hand chopped off, his body hanged from a lamppost. De Launay, trapped in his dwelling (21) in a "grey frock with poppy-colored ribbons" was marched off toward the *Hôtel de Ville*, but was hacked to pieces on the way. Seven prisoners in Bastille dungeons (1–8) were freed while the populace remained behind to tear stone from stone off the massive walls. Next day an engineer named P. F. Palloy was ordered to "purge the ground of liberty of this den of despotism." Before demolishing it he made the map above so that the world might not forget the historic structure that stood where now stands only a bronze pillar topped by a figure of Liberty.

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KALTENBORN EDITS THE NEWS

HE GAMBLED ON TIRES... AND LOST!



H. V. KALTENBORN
Famous Editor, Commentator, Lecturer and Author

H. V. KALTENBORN'S Version of What Happened to a Beechhurst, New York, Motorist Proves That it Doesn't Pay to Take Chances on Tires

IT WAS nearing 2 P.M. on a sunny Saturday as Mr. William Mitchell of Beechhurst, New York, was hurrying along Whitestone Road, near Malba. There was no time to spare. In less than ten minutes he was due for an appointment with his dentist in College Point.

Hidden Danger

The road was thick with a fast-moving stream of city motorists on their way to nearby shore resorts. But Mr. Mitchell scarcely saw them. All he had were visions of spending an hour in the dentist's chair. He could almost hear the bz-zz-zz of the drill when, suddenly, he heard something he was least expecting—BANG! A blow-out! The right front tire collapsed. The car swerved—bolted off the road while Mitchell sat helpless at the wheel—paralyzed with fear.

As the car bumped along off the road, seconds seemed like eternity. With a lunge, he grabbed for the emergency brake. But it was too late. A telegraph pole put a stop to the wild ride, leaving Mr. Mitchell with a crumpled car bumper—bruised knees—*and plenty of regrets.*

For Mr. Mitchell himself admits that only the day before a service station attendant had cautioned him about the dangerous condition of his tires—pointed out to him that his tires were tread-worn and unsafe—warned him of the possibility of a blow-out.

He Took a Chance

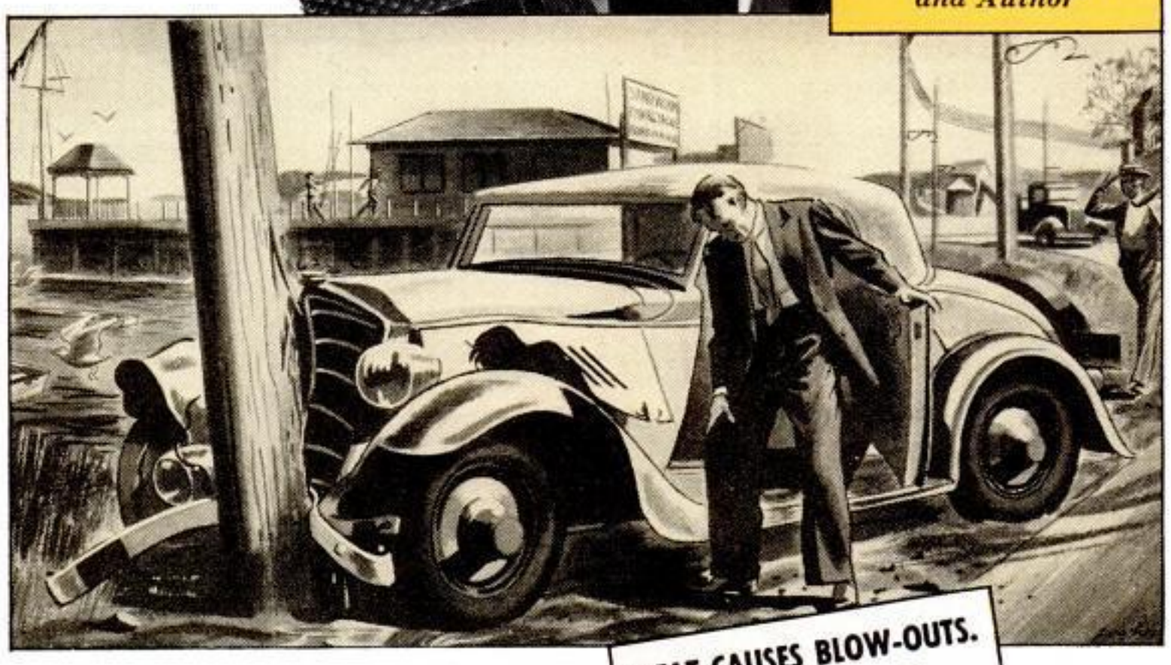
But he figured there were a few more miles left in the "old rubber" and decided to take a chance. And evidently that's what thousands of other motorists do. Because thousands are killed or injured in blow-out accidents every year.

Motorists seldom realize until they have a blow-out that when the accelerator goes down, the heat *inside* the tire goes up. As the flying wheels whirl over the highways this internal heat becomes so intense that rubber and fabric may begin to separate. A blister starts—grows bigger and BIGGER—until, sooner or later, BANG! A blow-out! And your life and the lives of your family are endangered.

That's why Goodrich engineers, in order to give motorists *real* protection against high-speed blow-outs, developed the Life-Saver Golden Ply which is now found in all Silvertowns.



A service station attendant had cautioned him about his tires



This Goodrich Tire is a Life-Saver

This exclusive Goodrich invention is a layer of special rubber and full-floating cords, scientifically treated to resist the terrific *blowout-causing* heat generated *inside* all tires by today's high speeds. By resisting this *internal* tire heat the Golden Ply prevents the great, unseen cause of high-speed blow-outs and brings a new kind of tire safety to millions of American motorists and their families.

It didn't take Mr. Mitchell long to equip his car with these Goodrich Silvertowns. Don't put off replacing tread-worn tires with new safe tires. Stop at any Goodrich Silvertown Store or Goodrich Dealer now for a set of these life-saving tires. *It's better to be safe than sorry!*



FREE! Millions of motorists have joined the Silvertown Safety League pledged themselves to drive safely. If you're not a member, see your Goodrich dealer and join up now. There's nothing to buy. He'll get for you FREE a handsome emblem with red crystal reflector to protect you if your tail light fails.

Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection

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MALE BEAUTY

This nonchalant fellow is no Pierrot but a middle-aged gentleman getting a first-class beauty treatment. To while away part of the 70 minutes which it takes he is smoking a cigarette. He may be anything from an actor to a broker. For the detailed steps of this kind of beautification, turn the page.

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MEN PAY BIG MONEY TO HAVE THINGS LIKE THIS DONE TO THEM *(continued)*

Two $50 treatments a year is considered par for well-groomed faces

Of the $20,000,000-plus a year which fastidious men spend on their scalps and faces in better-class U. S. barber and beauty shops, some $5,000,000 goes for beauty treatments, a sample of which is shown below. The locale for these particular ministrations is the salon of Gloria Bristol, Manhattan skin specialist, and the lady shown administering the beauty treatment is Miss Bristol herself. Originally catering to women, she inaugurated a beauty shop for men also in 1935, got off to a sensational start by giving Jimmy Durante a facial. Today 15 of her average day's customers are males who are dissatisfied with their appearance. Whereas ten years ago male beauty treatments were limited largely to actors, today some 25% of Miss Bristol's men customers hail from Wall Street. Ranging in age from 15 to 45, most of them come on doctors' recommendations in order to correct some skin ailment. Some are brought in by their wives but at least two, reversing the usual process, have brought their wives in to Miss Bristol. The latter will not accept male customers for less than six weekly treatments at $50 the series. She recommends two such courses a year.

A typical treatment lasts 70 minutes, means nine layers of a liquid mask with a gland-oil base to which is added a hot composition of honey and herbs. As a result tissues are stimulated and cleansed, circulation improved, wrinkles removed. "I have never had an effeminate male client," says Miss Bristol. She claims that her men "patients" are not embarrassed to meet lady friends in her salon while they are being treated, openly discuss their beauty treatments in their clubs. No reports from the Racquet or the Knickerbocker or the Union are available.



A cold stimulant mask, rich in vitamins and with a gland-oil base, is first applied in four coatings with a brush.



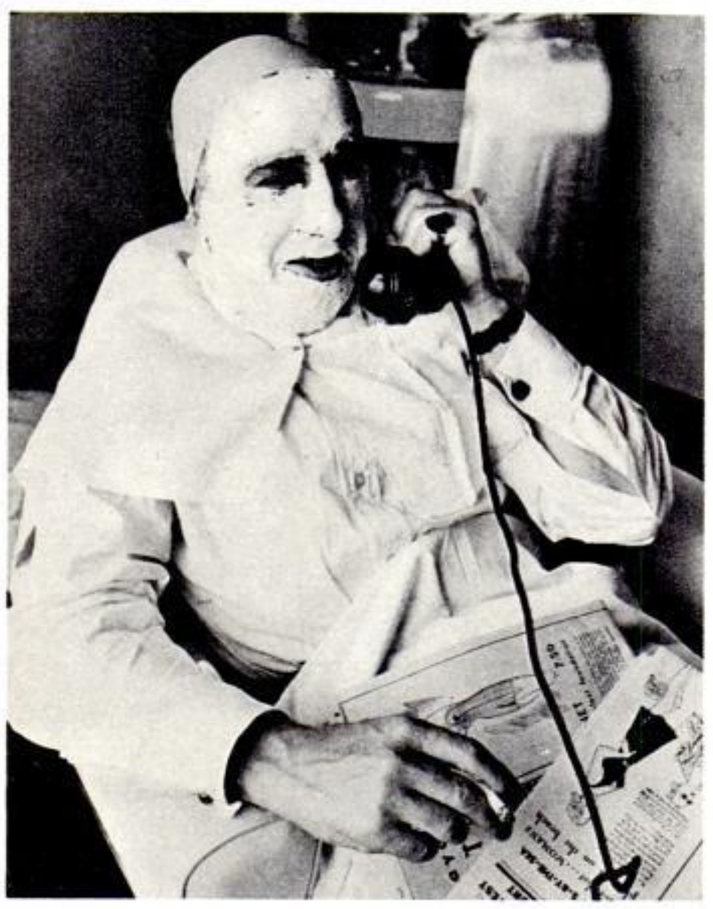
Scalp treatment—a gland stimulant applied with a special eye dropper—commences while the first mask is drying.



A hot layer of honey and herbs is poured out from a tube over the first mask which is now absorbed by the tissues.



Four hands are kept busy as four more hot layers are applied and the mask painted over until it is quite airtight.



A rubber scalp protector helps keep the mask airtight. While waiting to dry off, the customer may telephone, etc.



The mask is removed after 20 minutes. Two minutes of busy peeling reveals a male face beautified and rejuvenated.

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The Newest Thing in Neckwear is a Famous Old Name!





IT'S in Zurich that Arrow, celebrated parent of *billions* of shirts and collars, gives its newest prodigy — the Arrow Tie — a glorious send-off.

Here, in this quaint Swiss town, live the world's slickest weavers. And here, in a fine old-world shop, these self-same weavers are working out special patterns and fabrics for Arrow ties.

They are really astonishing tie fabrics. Fabrics completely original in design. Fabrics which no other tie-maker can match at Arrow's price. Fabrics which make these new ties tops in value.



These sample fabrics created in Zurich are brought to America—duplicates woven on American looms. Then the ties are made up by Arrow's skilled workers, so that each tie will knot beautifully and resist wrinkling.

Result: Arrow ties are already becoming famous because Arrow is giving you exclusive, "expensive" ties for just $1 and $1.50.

ONE DOLLAR Above, you see some important new styles in summer ties. They are crêpes and foulards in original patterns developed by Arrow, brilliant values at one dollar. Your Arrow dealer will have these, or other equally engaging Arrow styles, on display, *now*. Cluett, Peabody & Co., Inc., Troy, New York.

ARROW

If it hasn't an Arrow label
it isn't an Arrow Tie

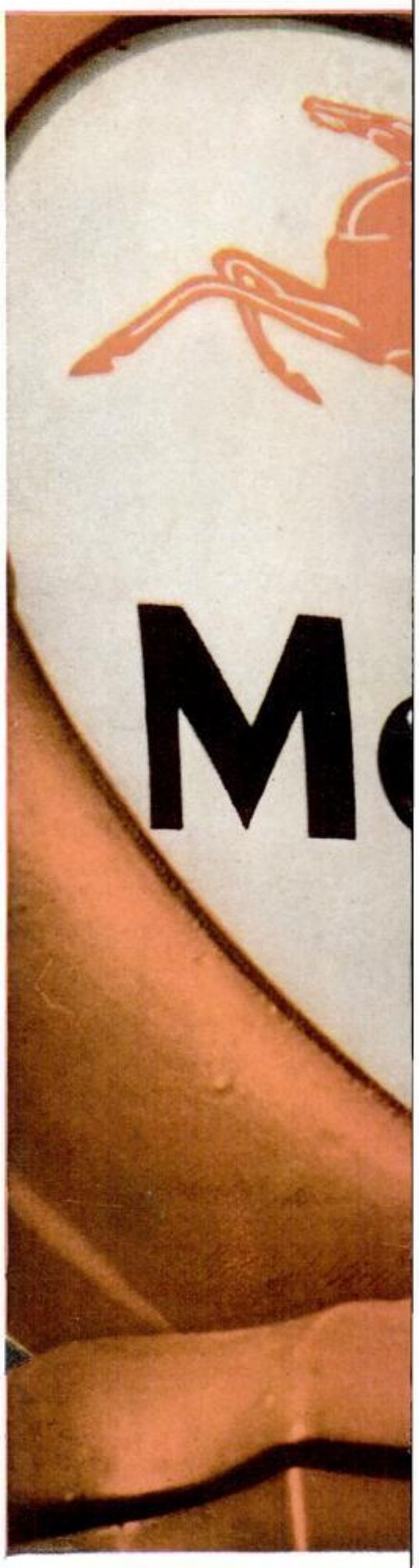
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THE LARGEST SELLING BRAND OF GASOLINE IN THE UNITED STATES IS MOBILGAS



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MOBILGAS... for President.
(It swept into first place with a landslide of votes. It's America's largest selling gasoline.)

MOBILOIL... for Vice-president.
(A real running-mate. Today it's the most popular motor oil in the world.)

TOGETHER, they've given your car a New Deal.

If you want Power, Pick-up and Getaway ...*try Mobilgas!* It's sold from Coast to Coast ...wherever you see the Red Horse sign.

If you want a Cleaner, Tougher, Longer-lasting Lubricant... *try Mobiloil!*

It's absolutely the best oil made to withstand the terrific film-cracking heat in your car's crankcase.

The dealers who sell both Mobilgas and Mobiloil are dedicated to Public Service.

You'll receive a Friendly Welcome wherever Socony-Vacuum products are sold.

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AS AMERICA'S FAVORITE



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Drinks never taste thin with Gordon's Gin

Gordon's Gin has Liqueur Quality and High Proof, 94.4. That means richer flavor—velvety smoothness—drinks that never taste thin. Obey your sense of discrimination—always ask for Gordon's—you'll be amazed at the finer, richer, smoother taste of your gin drinks.

Gordon's Gin

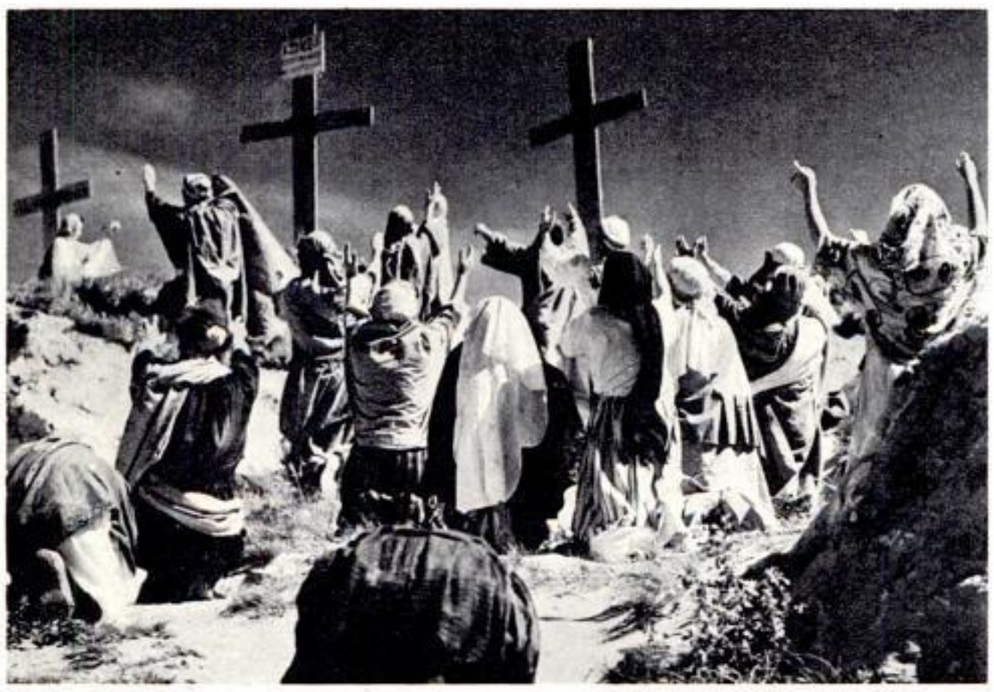
100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • 94.4 PROOF

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NEBRASKA PRESENTS A PASSION PLAY

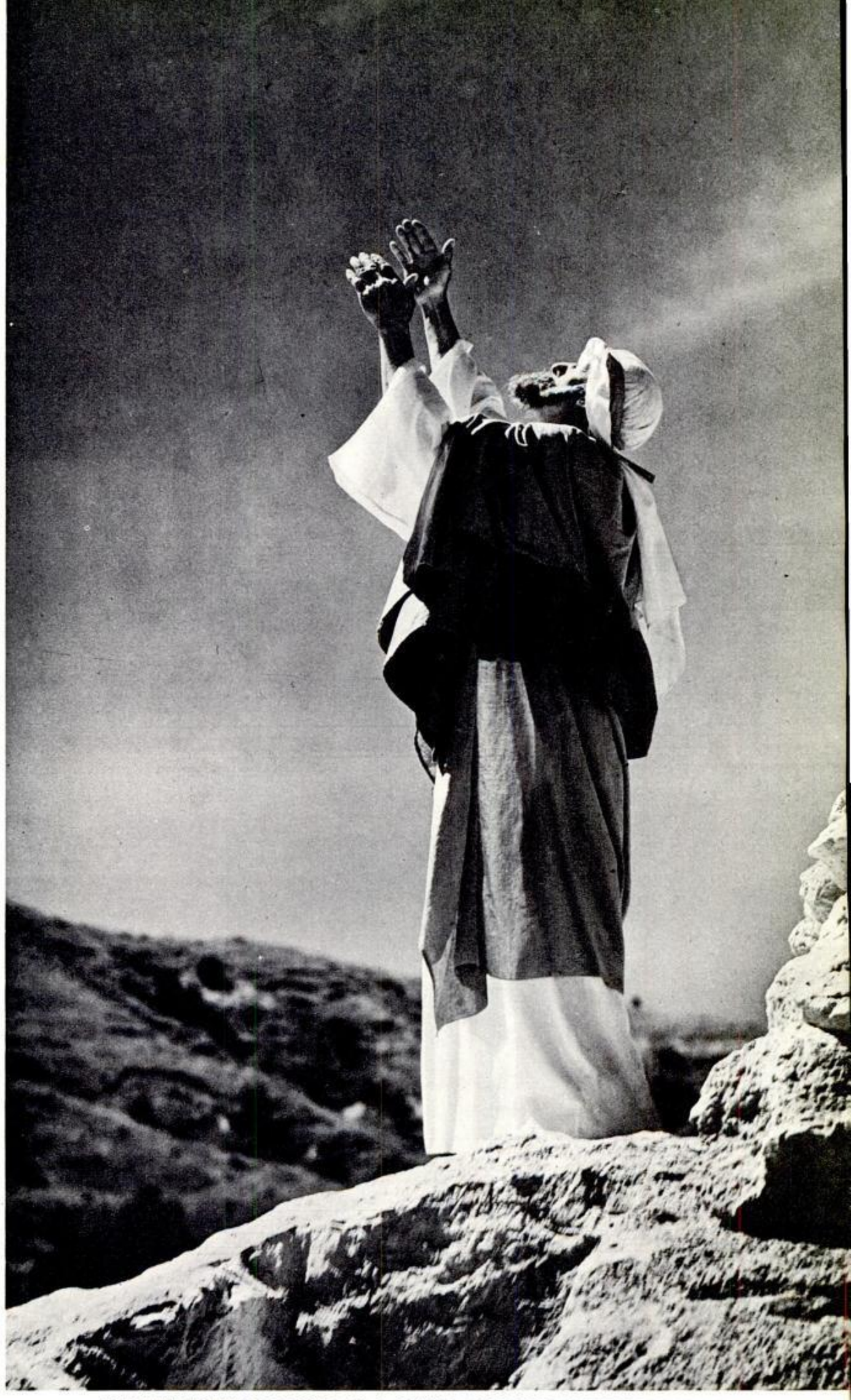
On the evenings of June 15–18 some 16,000 people sat on the ground in a natural amphitheatre outside Bayard, Neb. to watch the eighth annual performances of a prairie Passion Play called *The Gift of God*. Low, rocky hills, including the spire of Chimney Rock, a famed Oregon Trail landmark, made a stage setting which strikingly resembled scenes in Palestine. Written by a local pastor, Dr. Louis H. Kaub, the pageant presents one prophetic scene from the Old Testament and 15 from the New. Nearly everybody in Bayard (pop. 1,500) helps costume, produce or perform the play, which has a cast of 300 actors and singers. Admission is free.



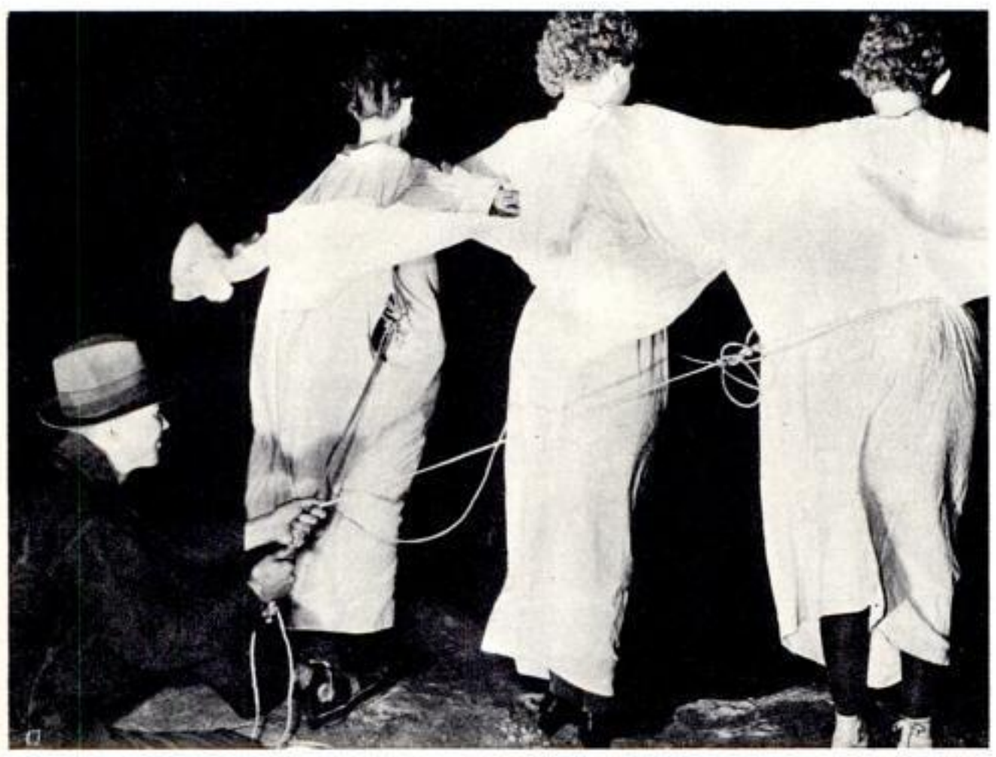
Christ is omitted from the Bayard pageant because Dr. Kaub feared that no local actor could play the part adequately. (*Above*) His followers mourn Him at Golgotha.



Cardboard camels, designed by a local artist, accompany the Three Wise Men approaching from afar. To reach the Manger, they cross a footbridge over a canyon.



PENITENT PETER IS PLAYED BY A CHEMIST IN BAYARD'S SUGAR FACTORY



Anchored angels are poised on a cliff 1,000 ft. above the audience. Bayard mechanics manage the play's ropes and pulleys so well that no one has ever been hurt.



The Star of Bethlehem, tucked in a lard pail, here begins its 800-ft. descent to the Manger.



A Pharisee girds his shanks before divesting himself of felt hat, glasses and wrist watch.

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METROPOLITAN SHOWS 62 RENOIRS

French Impressionist's best work on view in New York



RENOIR

Pierre Auguste Renoir died in 1919. Yet this French painter's reputation is already so secure that now, only 18 years after his death, the august Metropolitan Museum of Art in New York City is honoring him with a retrospective show. It includes 62 fine paintings of the artist who is generally ranked as the greatest of the Impressionists.

The traditional artist is born of poor parents, gets scolded in school for drawing pictures in his copybooks and enrages his practical father by wanting to become an artist. Renoir was born in 1841. His father was, traditionarily, a poor tailor. At school in Paris, Pierre was scolded for drawing pictures in his copybooks. But, contrary to custom, his father was delighted at his son's artistic impulse and tried to foster it, though in a very practical way. He apprenticed Pierre to a china-painting factory. For four years, Pierre painted bouquets of flowers on cups and saucers. Then the mechanical age overtook the china painters, machines replaced men and Pierre, at 17, was out of a profession. He went to art classes, earned a living doing café murals and decorating window shades. A few commissions came his way, mostly for portraits of mistresses of friends, who paid little; or of wives of shopkeepers, who paid in groceries or shoes.

In 1877, Renoir received much angry critical notice by painting shadows in violet—revolutionary then, commonplace today. By 1880, when he married, he was beginning to achieve comfort as well as recognition. His style was changing. Instead of cool, subdued colors, he used warm reds and blues. As his color grew bolder, his reputation grew greater. Because his paintings were pretty and pleasant to look at, they sold fast. He was putting a solidity into his painting that most impressionistic work lacked. An incessant worker who wanted to do little but paint, Renoir completed about 4,000 canvases but hated to part with any of them. After 1900, his paintings became almost pure color studies: nudes or flowers with swirls of bright paint for background. Until he died at the age of 78, Renoir kept on painting. Wracked with arthritis, unable to grasp anything, he would sit in his garden (*right*) dabbing painfully but beautifully away with a brush that had to be tied to his stiff fingers.



The aged Renoir refused to stop painting until his fatal attack of bronchial pneumonia. In his garden at Cagnes-sur-Mer, his brush strapped to his crippled fingers, he did paintings of nudes which grew more and more sensuous, of flowers which flamed more and more brightly.

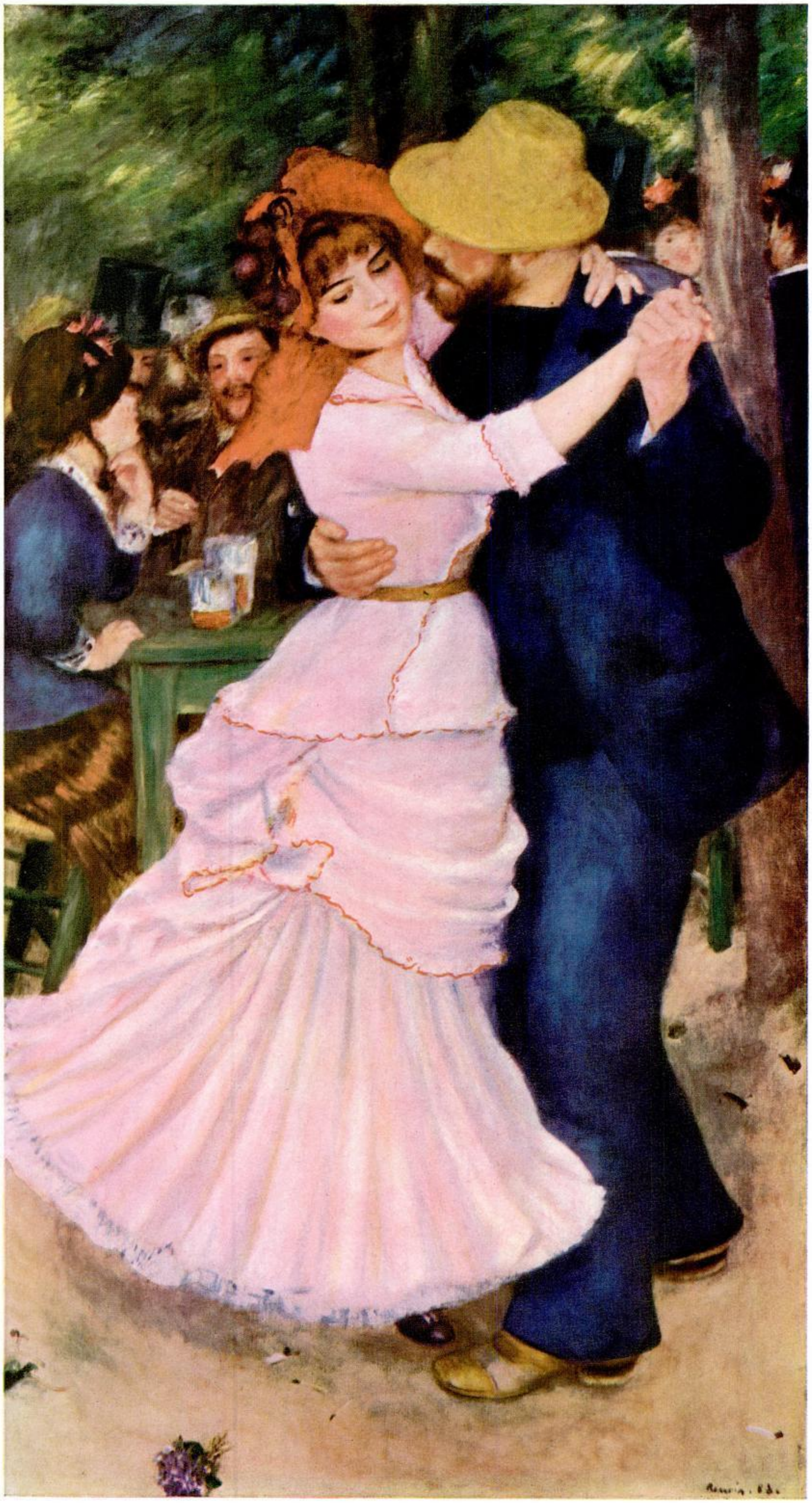


A Renoir model was Renée Jolivet, standing above with two paintings for which she posed. Renée now runs a small grocery shop in Montmartre. Because Renoir frequently used his servants as models, Mme Renoir had to hire servants who would also make good subjects.



Another model was Madeleine Bruno, a vegetable vendor in Cagnes-sur-Mer. With her (*above*) is her daughter, who looks exactly as her mother did when she posed for Renoir. Notice how her face resembles that of the girl opposite, prototype of all Renoir women.

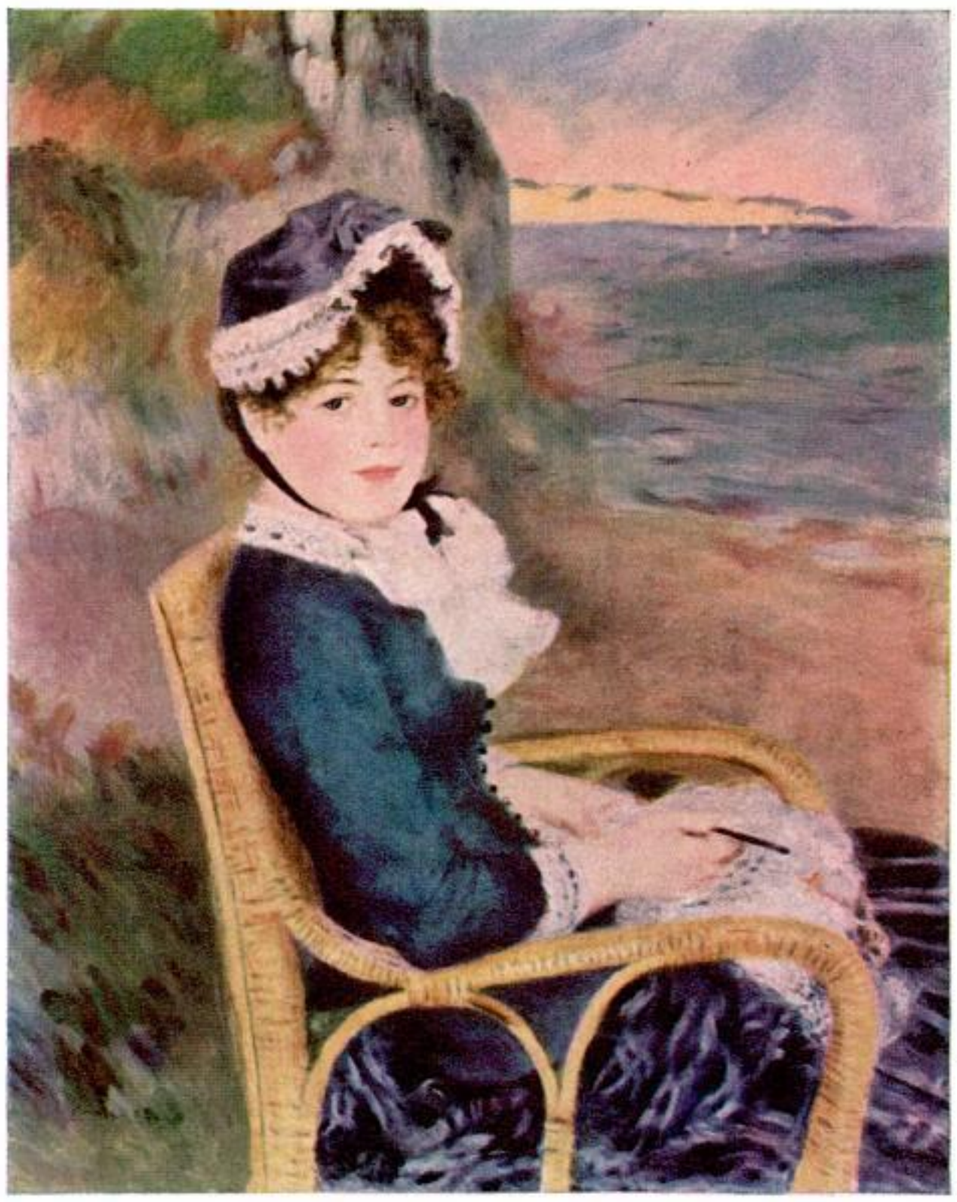
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Ball at Bougival

The *Ball at Bougival*, which had its first U. S. showing at the Metropolitan's Renoir exhibition, was recently bought by the Museum of Fine Arts in Boston. It is one of the most important museum Renoir acquisitions of the past few years. Renoir painted the *Ball* in 1883, after a trip to Italy where he had been impressed with the rich colors of Italian canvases. In a fresco at Pompeii, he saw a bright red which immediately became a favorite Renoir color. It is the red of the hat worn by the waltzing girl and appears again and again on Renoir's canvases. There are other details in this painting which are repeated many times in Renoir's work. The man's yellow straw hat was reproduced from all angles in all sorts of light. The girl's big mouth and slanting eyes became almost a trade-mark for Renoir women. Renoir painted the *Ball* in Bougival, a park near Paris. The man is his friend, André l'Hote. The girl is a model used frequently up to 1883 but never afterwards. Renoir described her thus: "She waltzes deliciously abandoned in the arms of a blond with the bearing of a boatman."

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Renoir (*continued*)

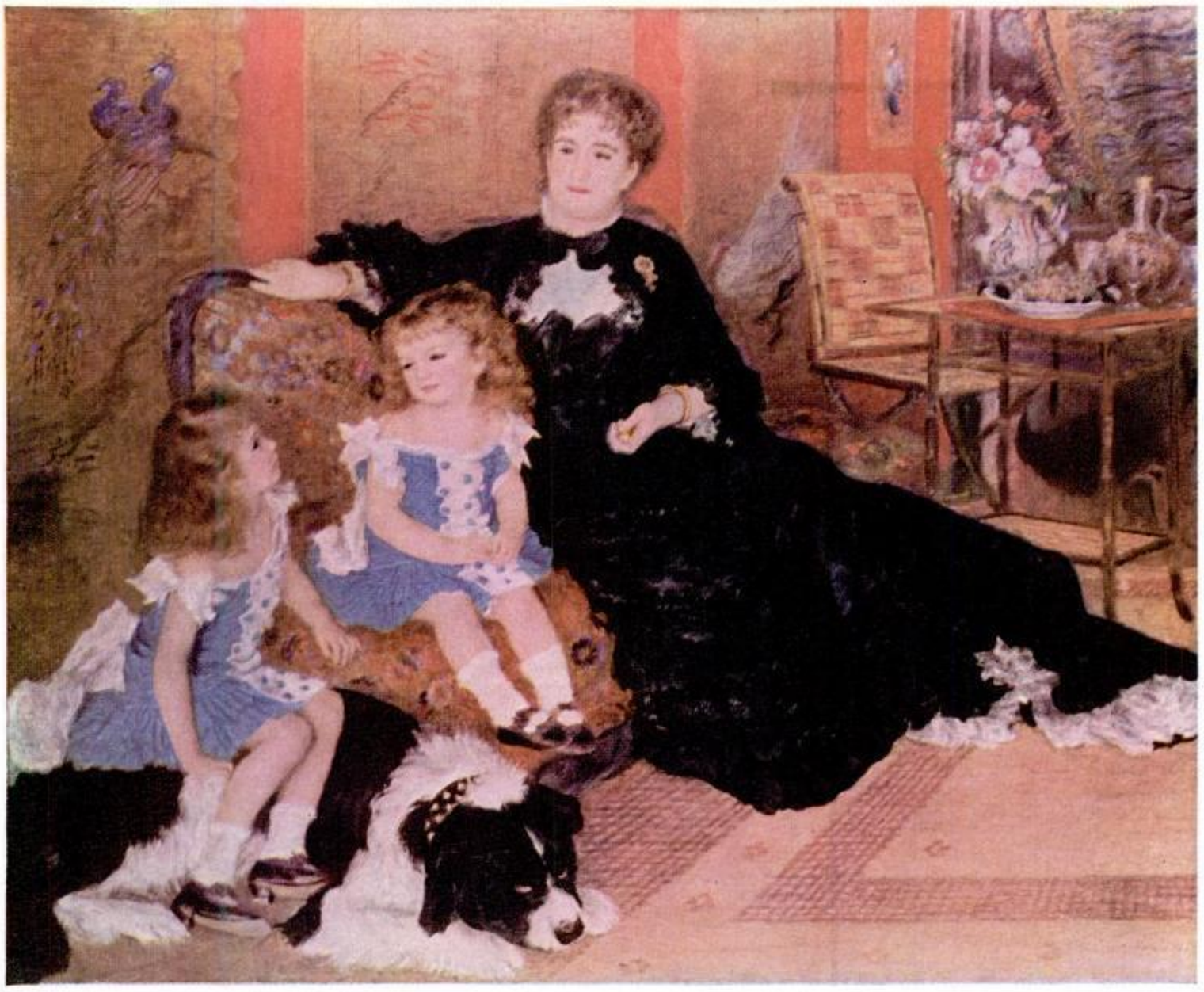
"A painting," said Renoir, "should be a lovable thing, joyous and pretty." Renoir made this definition, naturally enough, to fit his own gay and charming work. He never painted the sordid or unpleasant but his work was saved from pretty emptiness by an unaffected animal warmth and earthiness. In one field, Renoir stands unequalled: the painting of nudes. A sensuous man, he maintained that a great painter should use his brush as if he were caressing his canvas, which explains Renoir's own technique and success.

By the Seashore (*left*) was left to the Metropolitan in 1929 by the late Mrs. Henry O. Havemeyer, widow of the founder of American Sugar Refining Co. She gave the Museum a great and varied collection of almost 200 paintings, valued at $3,500,000.

The Boatmen at Chatou (*below*), from Adolph Lewisohn Collection, is typical of the youthful, summery scenes Renoir loved to paint. It was done in 1879, when Renoir was enjoying a growing delight in bright sunlight playing on bright reds and blues.

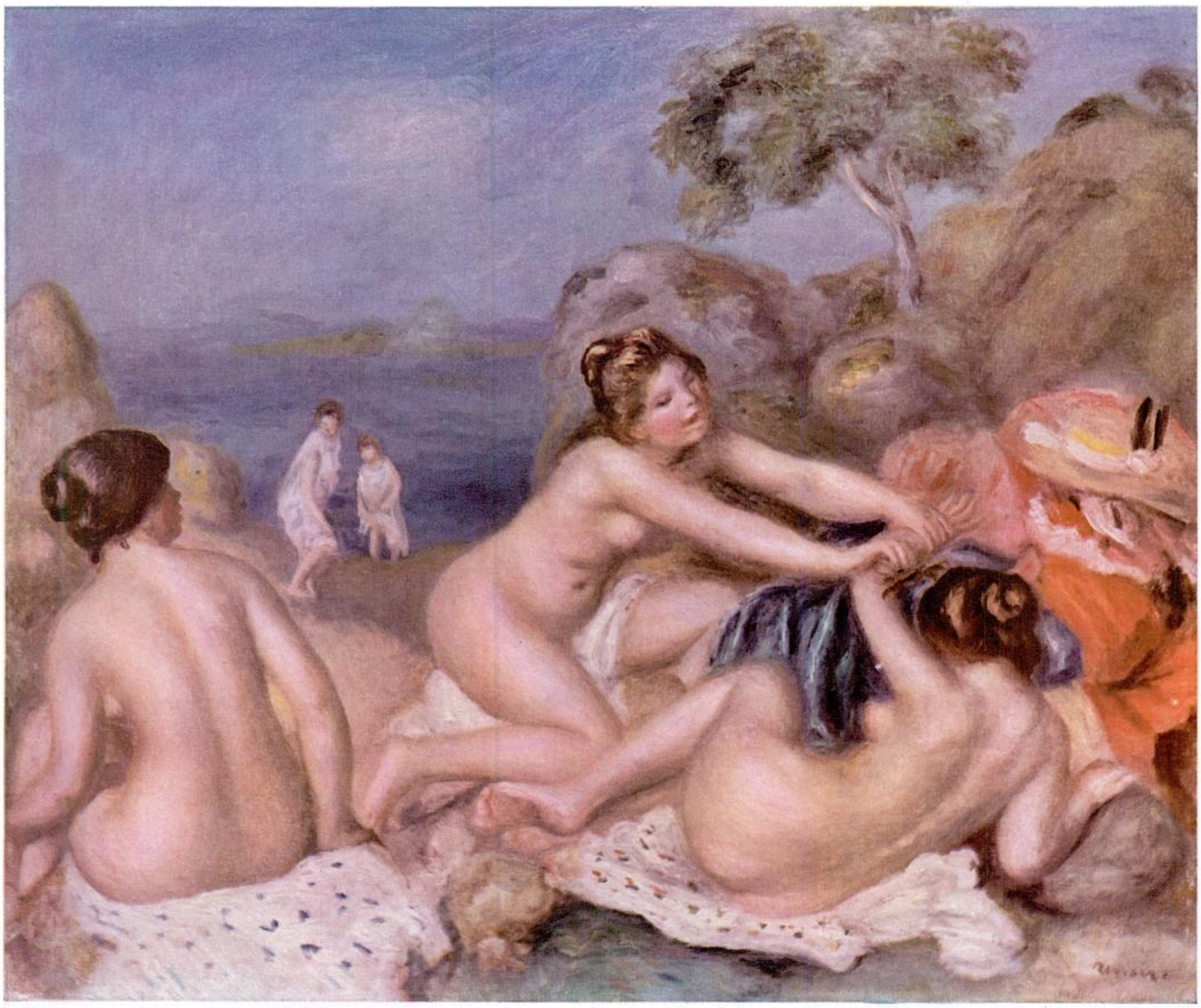


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Mme Charpentier and Her Children (*left*), owned by the Metropolitan, was commissioned for $200 by Georges Charpentier, famed Paris publisher. Mme Charpentier conducted one of the most important Paris salons of the 1870s and '80s. There Renoir met the literary, artistic and political great and, through this and Charpentier's interest, received many portrait commissions. The money enabled him to rent a house and garden where he could live and paint in comfort.

Three Bathers with Crab (*below*), which belongs to Ralph M. Coe of Cleveland, is the latest Renoir reproduced here. It was painted in 1897. Nudes were Renoir's great preoccupation. In them, he gave full expression to his love for the texture and substance of woman's flesh. "A painter who has the feel for breasts and buttocks," he once said, "is saved." Another time he burst out: "When I've painted a woman's buttock so that I want to touch it, then it's finished."



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HERE'S TO A *Safe + Sane Fourth*

"Glorious Fourth," Indeed – when celebrators are served salads such as these! Individually cupped in crisp lettuce leaves are combinations of the season's fruits and fresh Sunkist California Oranges. Used here are orange segments, watermelon and cantaloupe balls, black raspberries. The oranges could be sliced or diced. Select other fruits, from your dealer's ample summer supplies. Going picnicking? Take *freshness* with you!

"Wonderfully Sweet and Juicy" are the words for California Valencia Oranges, now at height-of-season. The crop's finest fruit is trademarked "Sunkist" on the skin.

Safe and Sane rule for vigorous health is the two-glass habit. Fresh orange juice with breakfast to start days right. Another glass at 4 p.m. to lift the fog of afternoon fatigue, as orange juice does directly. Also, it builds alkalinity. Lessens tooth and gum troubles. Gives you vitamins C, A and B, and calcium–*all four* of the protective food essentials.

FRESH FROM CALIFORNIA

Free Recipe Booklet. More than 200 ways to enjoy oranges, lemons and many of the fresh summer fruits are given in the free booklet, "Sunkist Recipes for Every Day." Mail coupon for your copy now. Check if you also wish "Fruits That Help Keep the Body Vigorous," explaining the place of citrus fruits in normal and safe-reducing diets.



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Or merely send postcard or letter if you wish to keep magazine intact.

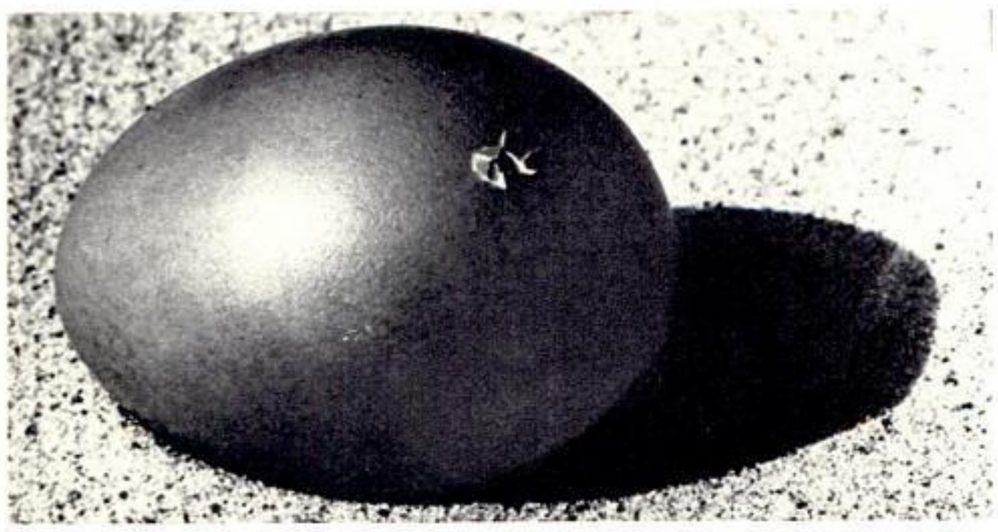
A RINGNECK PHEASANT IS BORN

An unnatural mother hatches out a chick

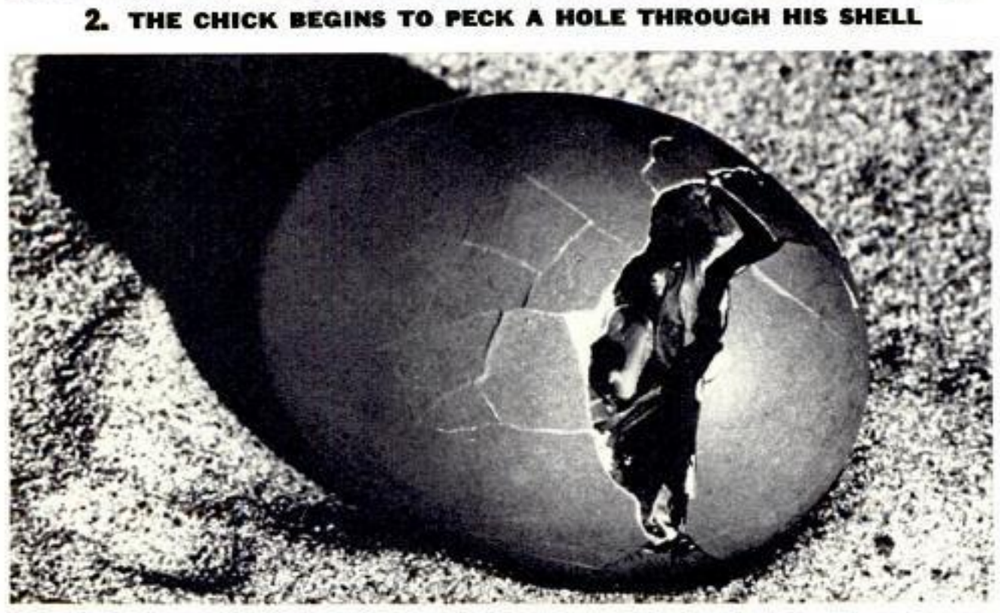
Here is shown the birth of a child to one of the world's worst mothers. The "ringneck" pheasant who never sits on eggs until she has laid at least 12, is impatient of late hatchers. She kicks laggard eggs to hurry them, pays small attention to chicks. Hardly 15% of them mature.



1. THE RINGNECK PHEASANT SITS ON HER EGGS FOR 23 DAYS



2. THE CHICK BEGINS TO PECK A HOLE THROUGH HIS SHELL



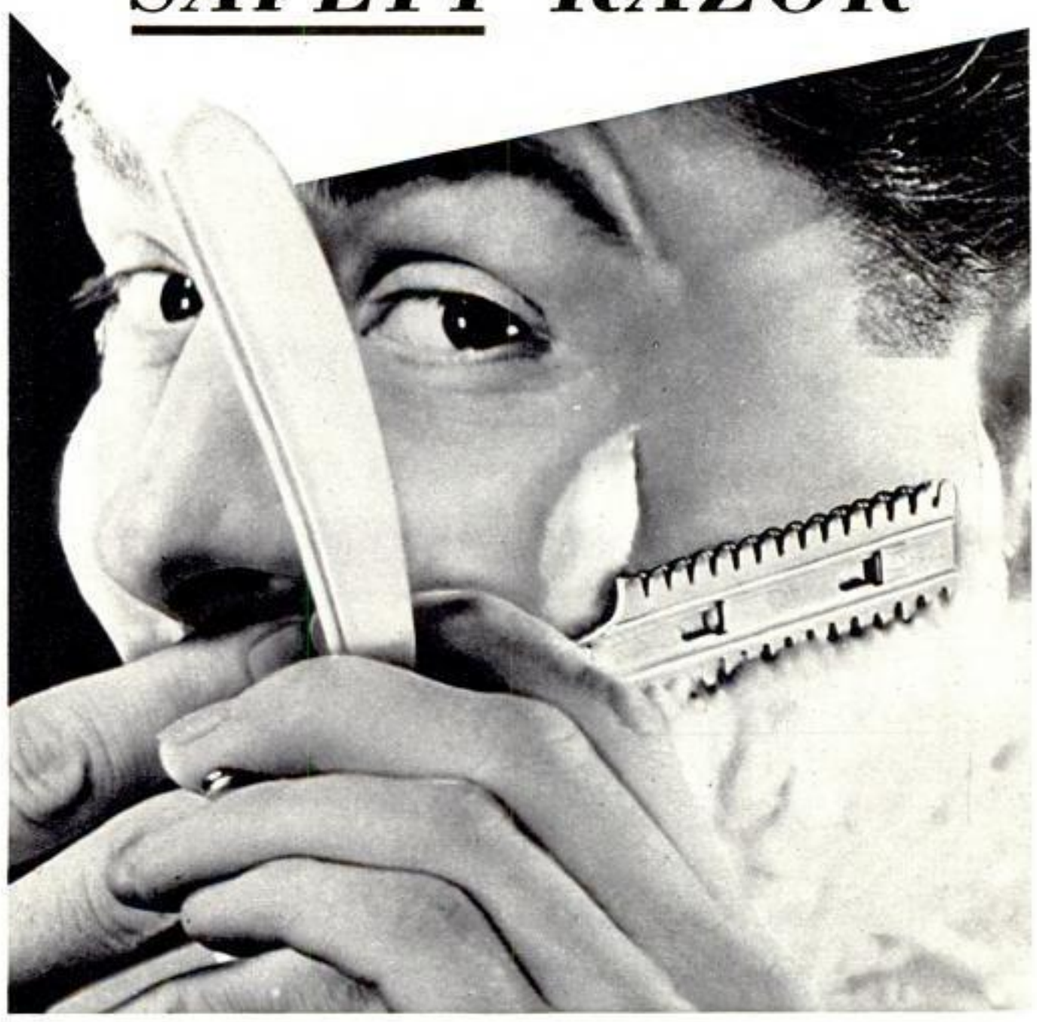
3. HE PECKS OUT A CIRCLE AT THE BROAD END OF THE EGG



4. WITH EFFORT, HE PUSHES THE WHOLE END OF THE EGG OUT

(continued on p. 50)

Shave yourself with this new BARBER-TYPE SAFETY RAZOR



–enjoy the luxury of your barber's long, smooth strokes

WHEN you want an especially close, smooth, longer lasting shave, you go to your barber. Why does his heavy, keen "straight-edge" razor give you a better shave?

Because the "straight-edge" has no thick guards, it lies flat on the face and shaves at a *parallel angle.*

Now Durham Duplex has perfected a safety razor that gives you the same smooth, close shave of a "straight-edge." Its heavy "hollow-ground" blade rests flat against the face. Shaves up and down—not *into* your skin. Won't pull or scrape the tender surface.

Thin beveled guards protect the double-edged blade, yet allow razor to reach *down* —shave off whiskers close to the skin line in half the time.

Get a Durham Duplex Razor today. Shave with it only a few days and see how your skin clears up—how pimples and sore spots disappear.



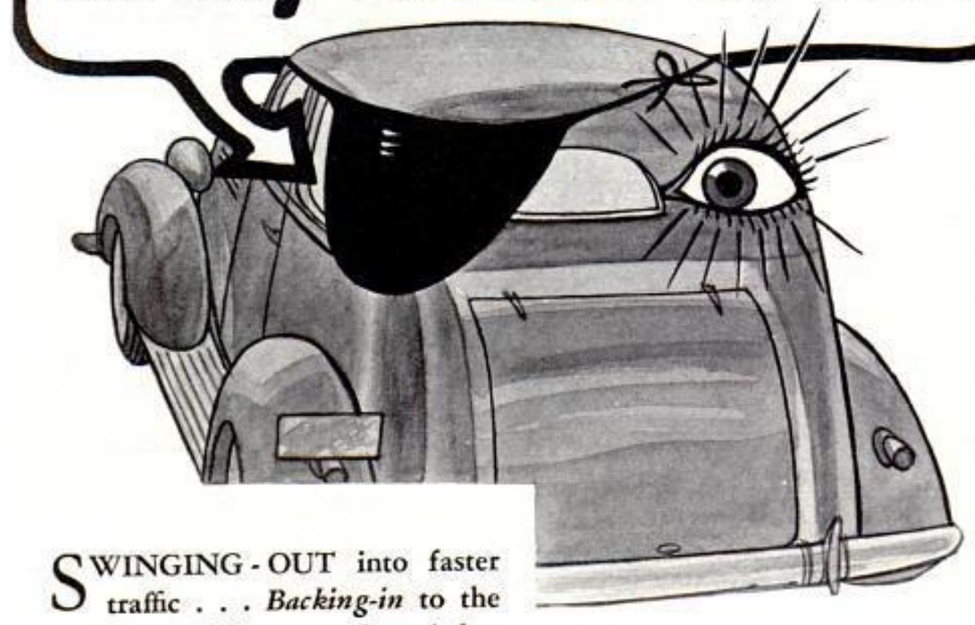
$1.00

Complete Durham Duplex Outfit: Durham Duplex Razor, 6 "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case . . . $1. Ask your dealer for this and other Durham Duplex models. DURHAM DUPLEX RAZOR CO., Jersey City, N. J.

In Canada: 50 Pearl St., Toronto, Ont.

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How to Put EYES in my BLIND SPOT!



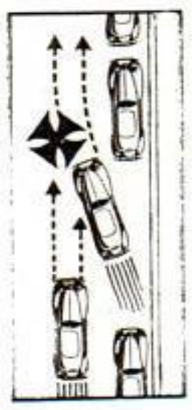
SWINGING-OUT into faster traffic . . . *Backing-in* to the curb . . . *Pulling away* from it later. These are the moments when the "Blind Spot" in your car . . . that treacherous corner that cuts off rear-vision . . . may cost you a smashed fender, a wrecked wheel. Or worse.

Protect your car and yourself *now* with SPOT-MASTER. This remarkable new invention shows you every inch of *all* the road behind you. A full, *unbroken* view from curb to curb. Complete driving safety ALWAYS—for less than the cost of one filling of gas!

SPOT-MASTER

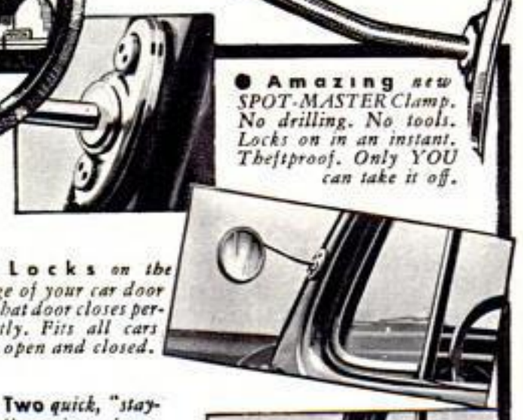
Puts EYES *in your* BLIND SPOT





This V-shape shadow is the danger zone your "Blind Spot" won't let you see! A wall of solid steel cuts off rear-vision right where you need it most. Passing, pulling out, parking — "X" is where trouble hits car and pocketbook.

● **Amazing** *new SPOT-MASTER Clamp. No drilling. No tools. Locks on in an instant. Theftproof. Only YOU can take it off.*



● **Locks** *on the edge of your car door so that door closes perfectly. Fits all cars ...open and closed.*

● **Two** *quick, "stay-put" twists focus SPOT-MASTER'S wide range view exactly where you want it. Shock-proof Chrome Rubber Cushion protects glass.*



● **With Spot-Master** *you see the FULL-WIDTH of the road behind — as clearly as you see cars in front. No "Blind Spots."*

Protection ALWAYS— for LESS than the Cost of Just ONE Dented Fender!

SAFETY is priceless. So is driving *confidence*. But figured in plain dollars and cents, SPOT-MASTER is the cheapest *car insurance* you can buy. TRY it for one week. Then if you are willing to go back to "Blind Spot" driving *. . . your money back without question.* Ask for SPOT-MASTER on this *guaranteed trial offer*. It's ready at your service station or accessory store NOW!



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THE ANDERSON COMPANY
Gary, Indiana
Makers of TEN-EDGE Windshield Wiper Blades for Rain, and SLEET-MASTER Blades for Sleet.

$1.35 IN U.S.A.

A RINGNECK PHEASANT IS BORN

(continued)



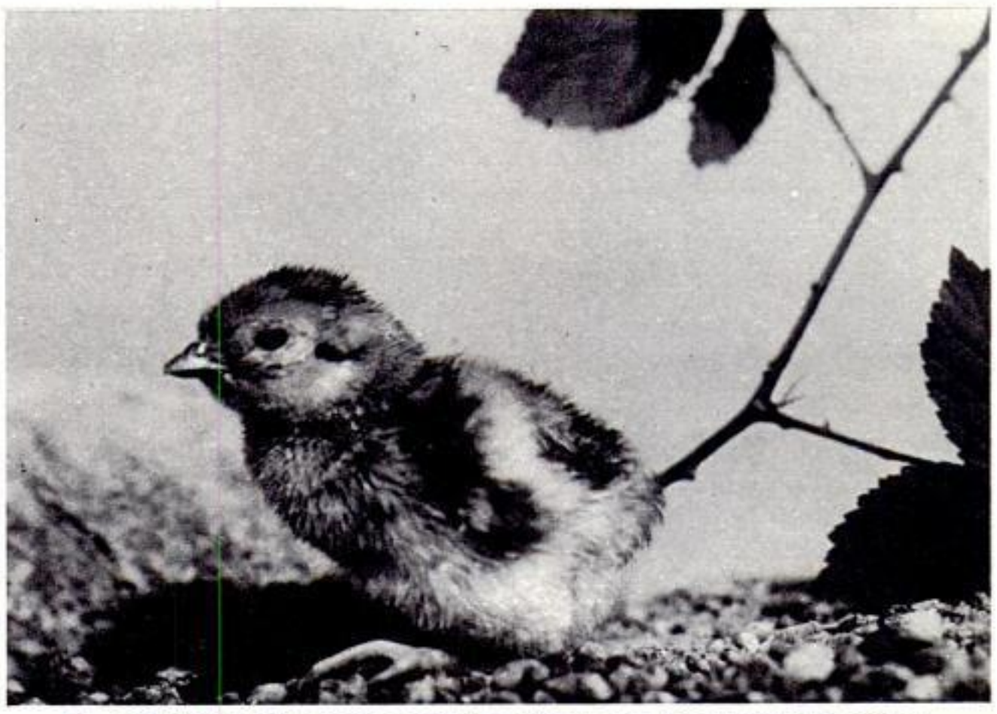
5. HE ROLLS OUT FROM ONE TO 14 HOURS AFTER FIRST PECK



6. EXHAUSTED, HE LIES ON HIS BACK UNTIL STRENGTH COMES

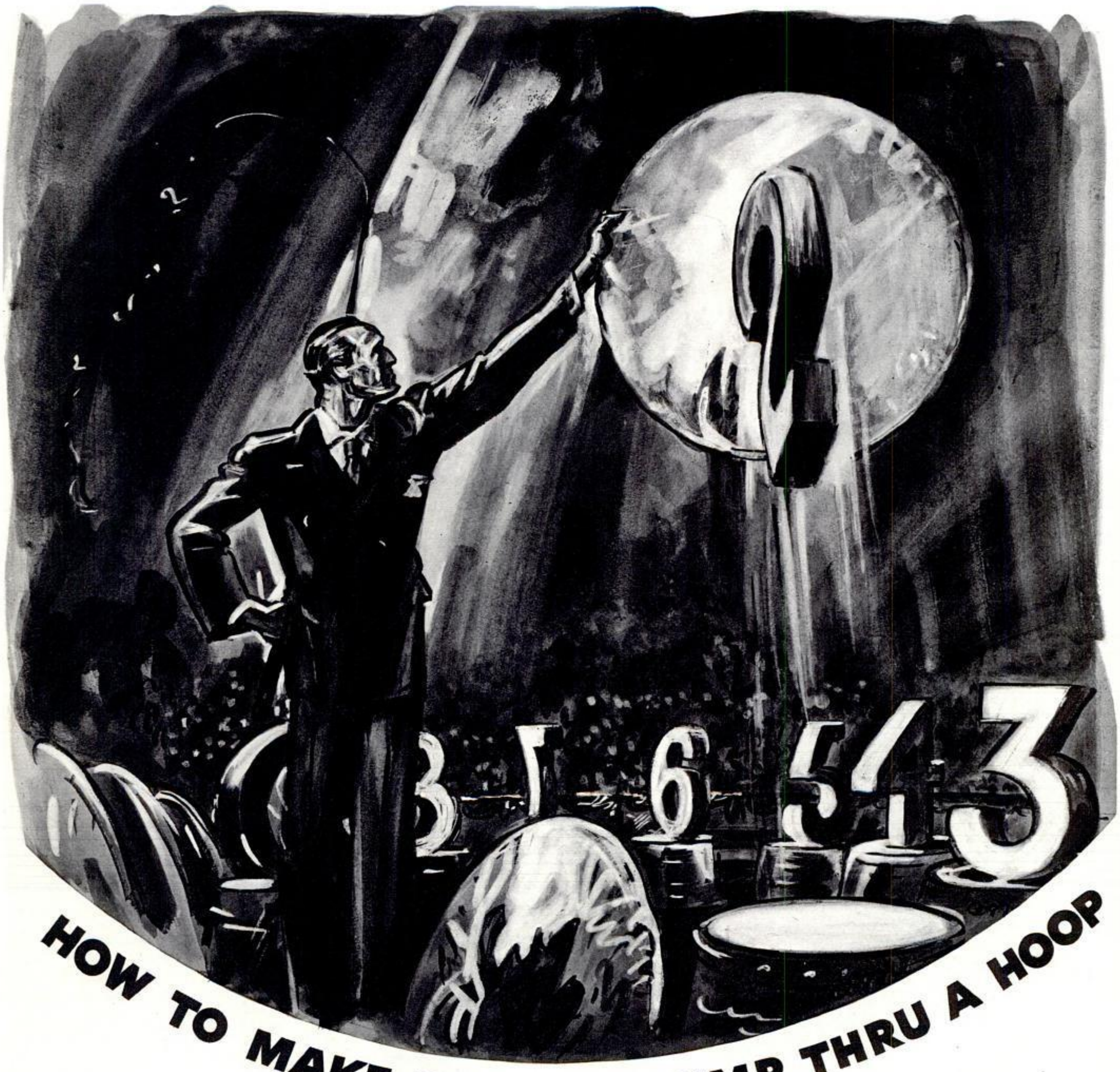


7. HE IS STILL TOO WET AND WEAK TO HOLD HIS HEAD UP



8. WITHIN FOUR HOURS HE IS DRY AND CAN SAY "CHIRRUP!"

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TRAINED FIGURES. That's what business wants; figures that give you facts accurately and promptly—a clear picture of your business.

Monroe is far more than a maker and seller of machines. It is a nation-wide figure service, built up through a quarter of a century, that operates through 150 branch offices. Whether you need adding-calculators, adding-listing, bookkeeping machines, or check writing equipment, Monroe has 200 different models, plus the practical experience that can help you adapt just exactly the right machine to the special figuring requirements of your own business.

Get in touch with us through the nearest Monroe branch, ask to see a "Velvet Touch" Monroe at work on your own figures. "Give a Thought to Keyboards" is a new booklet in color that tells about Monroe ease of operation, and shows the wide range of Monroe models. Write for a free copy. Monroe Calculating Machine Company, Inc., Orange, New Jersey.

MONROE

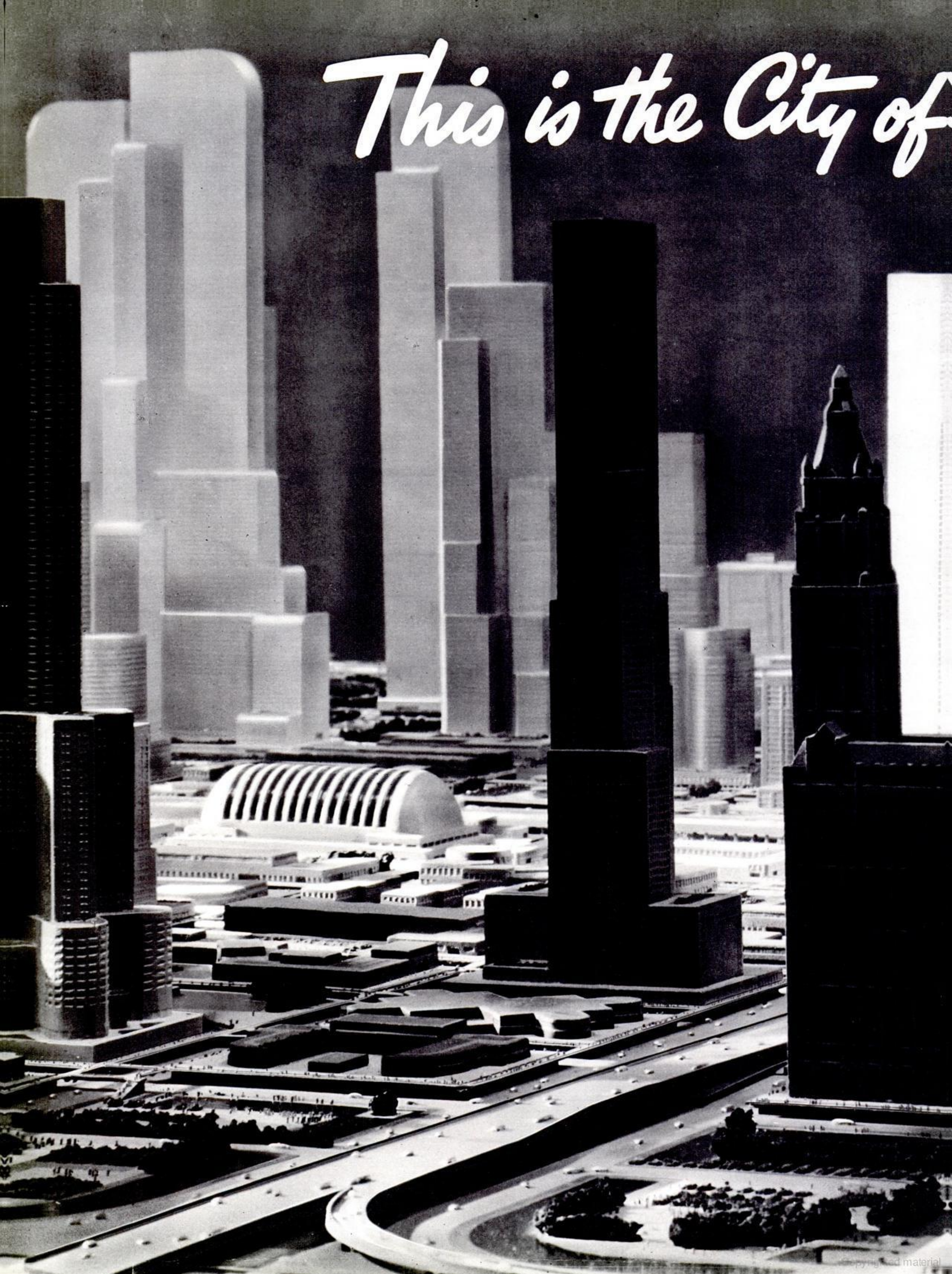
ADDING-LISTING MACHINE

Grand Total Model

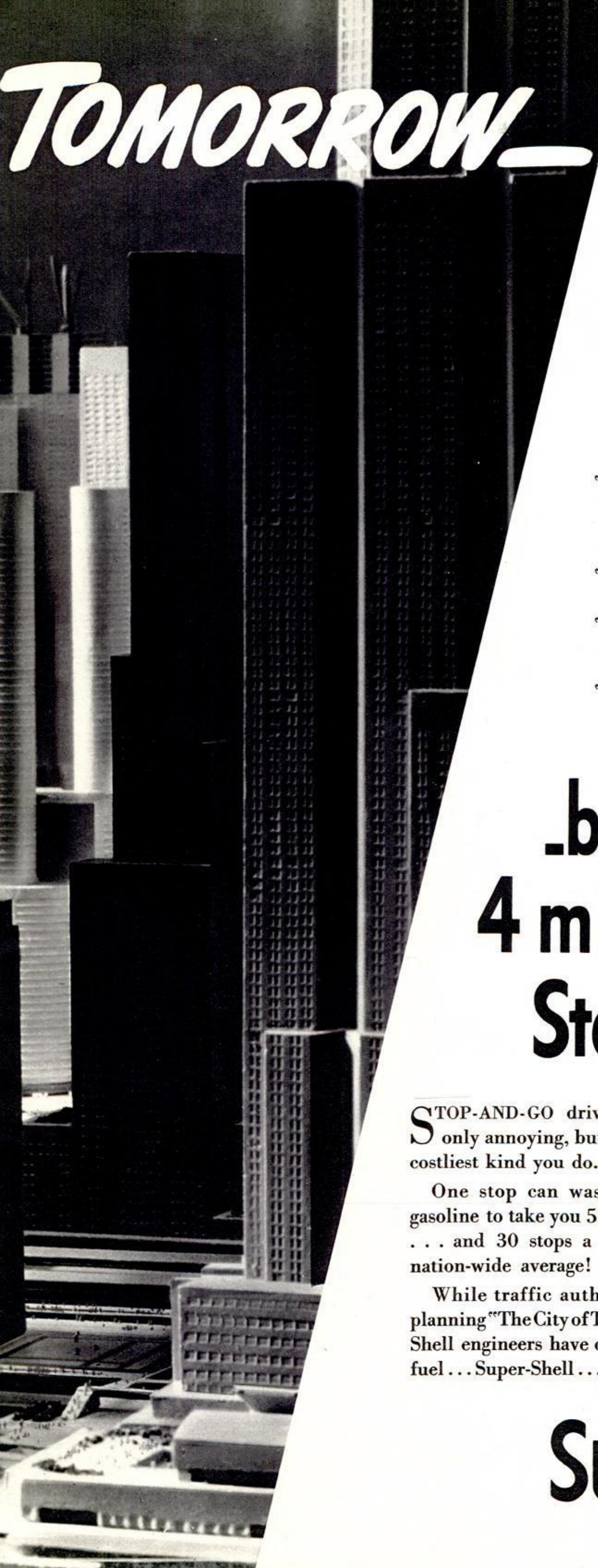
One of a wide range of Monroes for adding, accounting, and bookkeeping—all with "Velvet Touch" keyboards.



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TOMORROW—



"Pedestrians—
Express Traffic—
Local Traffic—
— each will be given
a clear path by 1960"

—predicts **NORMAN BEL GEDDES,**
authority on future trends

"When traffic delays and confusion seem hopeless, remember that men of vision are working on the problem. Already traffic engineers are planning city streets and country highways free from stop and go . . .

"**1.** *Sidewalks will be elevated—you'll walk and shop ABOVE Main Street, actually cross OVER it.*

"**2.** *Local traffic will use the FULL width of the streets below—no sidewalks, no parked cars. Loading and unloading will be done INSIDE the buildings.*

"**3.** *High-speed, long-distance traffic will have its own elevated, one-way lanes, no stop lights or intersections.*"

—but TODAY, 4 miles in 5 are Stop and Go

STOP-AND-GO driving is not only annoying, but also is the costliest kind you do.

One stop can waste enough gasoline to take you 5 city blocks . . . and 30 stops a day is the nation-wide average!

While traffic authorities are planning "The City of Tomorrow," Shell engineers have developed a fuel . . . Super-Shell . . . to meet today's driving problem TODAY

They have found a way to rearrange the chemical structure of gasoline . . . actually to balance it.

Automotive engineers term Super-Shell "motor-digestible," because at all speeds it is converted so QUICKLY, so COMPLETELY into power.

Save by the regular use of Super-Shell. A Shell dealer is near you.

SUPER-SHELL SHELL

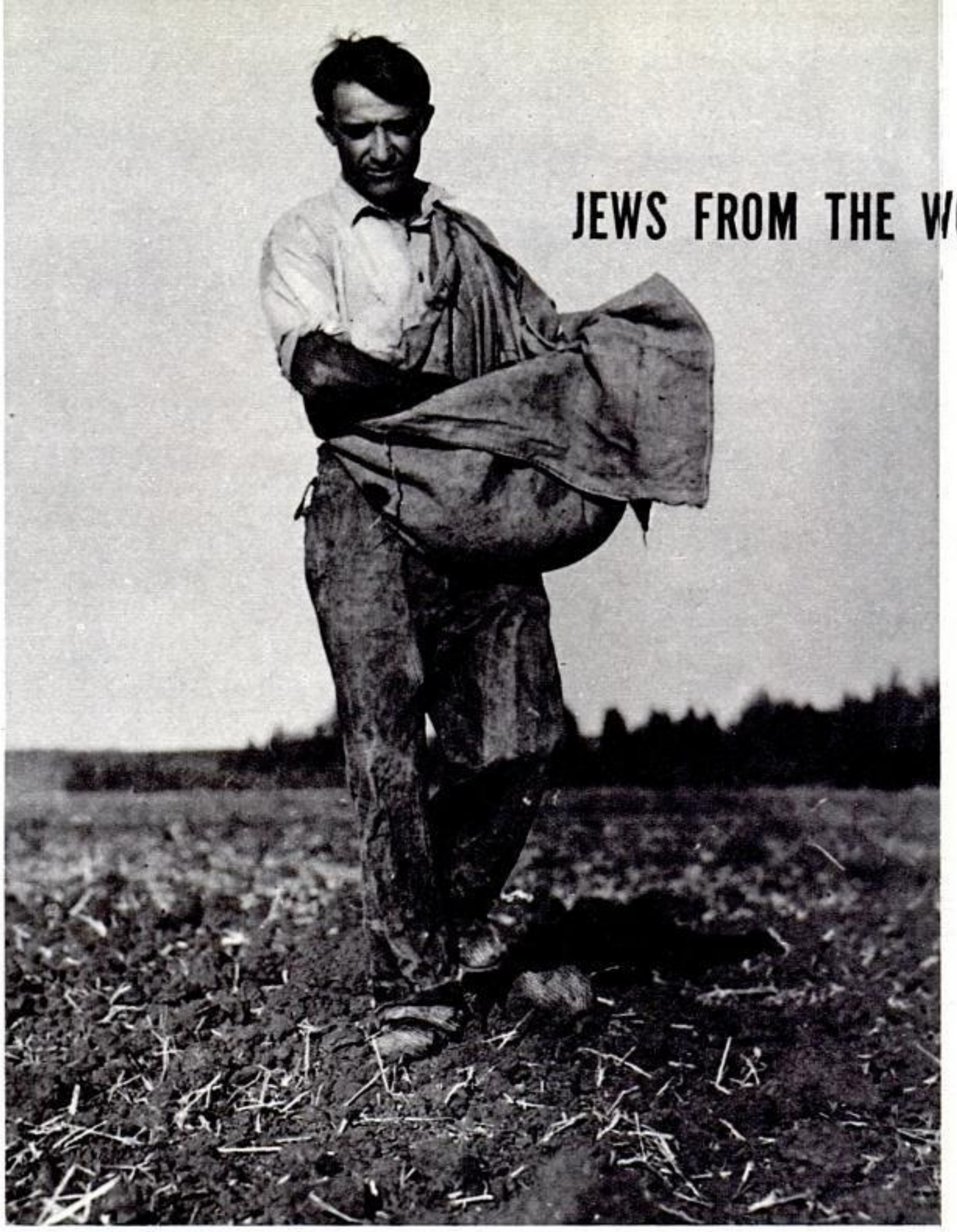
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JEWS FROM THE WORLD'S CITIES NOW FARM PALESTINE

and rouse rage of country boys who stayed home

The Jews, a race supremely adaptable to city civilization, have taken on their first colonizing job in Palestine. They could hardly have picked a tougher spot to begin. Palestine, once fertile, is now largely desert. Its climate is tropical. It has been for 1,500 years the domain of Arabs and Turks. It was Britain's late Lord Balfour who promised Palestine to the Jews. As Foreign Secretary in 1917, he offered them a Jewish National Home in Palestine, provided Arab rights were protected. On the basis of Balfour's highly ambiguous promise, England has straddled the bitter quarrel between Palestine Jews and Arabs. On Nov. 11, 1936, a British Commission landed in Palestine to hear the Arab case and the Jewish case. The British Government now has their report, but its recommendations have not been released. Its publication, probably some time this month, will doubtless set off a new spate of Arab terrorism. Handbills declaring martial law in Palestine have already been printed.

The Arab-Jew vendetta is racially absurd, because both are Semitic. The Arab's dislike is largely that of the country boy for his cousin who has come home after 1,500 years in the city. The Jews have already raised the standard of living of Palestine Arabs, reduced disease, built up a humming export business, constructed dams, roads, power works and irrigation ditches, reforested the desert. The Arab leaders, covertly opposed to British rule, are backed by Italy and propose to win freedom first, then deal with the Jews. But outwardly they say they hate only the Jews, love the British, deplore the way Jews let British soldiers fight their battle. The only hope for a Palestine peace is a peace negotiated between Arabs and Jews, not imposed by outsiders. Neither Jews nor Arabs have yet made the smallest movement toward such negotiations.



These handsome, energetic Jews (*above and below*) work from sunrise to sunset in Palestine's broiling sun. Both the hours and the girl's shorts shock lazy tropic-wise Arabs. The Jews' unwise undress in the sun is having a bad physical and nervous effect on the colonists as a whole.



The River Jordan (*above*) trails a narrow wooded strip through a burning, poisonous desert from the Sea of Galilee to the Dead Sea. The southern desert is a later stage of the same kind of erosion now starting in the U. S. Dust Bowl. Crossing the Jordan has always been synonymous with going from bad to worse. It is a fast-flowing, non-navigable, foul, muddy stream, the dividing line between Palestine's farmers and nomads. It fascinates geologists because it runs along a geologic crack between two "faults" or land slips.

Jews made a garden (*below*) of what was once the famed swampy, malarial plague spot of the Valley of Esdraelon, west of the Jordan. They just drained the swamps, sprayed the pools with kerosene to kill mosquito larvae. Result: Nahalal, a co-operative village with fertile farms fanning out from it. The girl on the opposite page is a student at Nahalal's farm school for girls run by WIZO (Women's International Zionist Organization). Notice the high road through the Valley of Esdraelon leading to the interior and the Jordan.

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TEL AVIV IS THE WORLD'S ONLY ALL-JEWISH CITY



Palestine's greatest industrial city today is Tel Aviv. This all-Jewish city was founded in 1909, had 3,000 inhabitants in 1920, now has 150,000. Above is Tel Aviv's Levant Fair, a great trade-builder held every other year. The last fair in 1936 was hurt by the Arabs' General Strike. It had exhibits from 32 nations, had 320,000 visitors. The Midway is in the centre of the picture. Tel Aviv has no night clubs, prostitutes or venereal disease. Murder is almost unknown. There is some larceny and a great deal of usury.

Coney Island in Palestine is the only possible caption for the picture below. It is the splendid beach at Tel Aviv which unfortunately has a severe undertow. It is crowded at 6 a. m. every day for a quick dip before the day's work, empties as the sun grows high and hot. Palestine Jews have not yet learned to fear the Palestine sun, expose themselves excessively. The beach is city-owned, free to all comers. Jewish farm workers ride their farm horses in for a swim. Arab laborers come to see the Jews' women in bathing suits.



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TEL AVIV'S MODERNISTIC ARCHITECTURE



Row on row of modernistic houses like these march across Tel Aviv's four square miles. Land speculation has so raised rents that the average Jewish worker earning $40 a month cannot afford to live in such houses, where a flat costs $40 a month. He shares a single room with three or four friends, pays small monthly dues to a building and loan association for a future home. Tel Aviv's age average is 26. Below are Tel Aviv apartment houses (*left*) and a suburban villa (*right*) in hasty construction, work going on day and night.



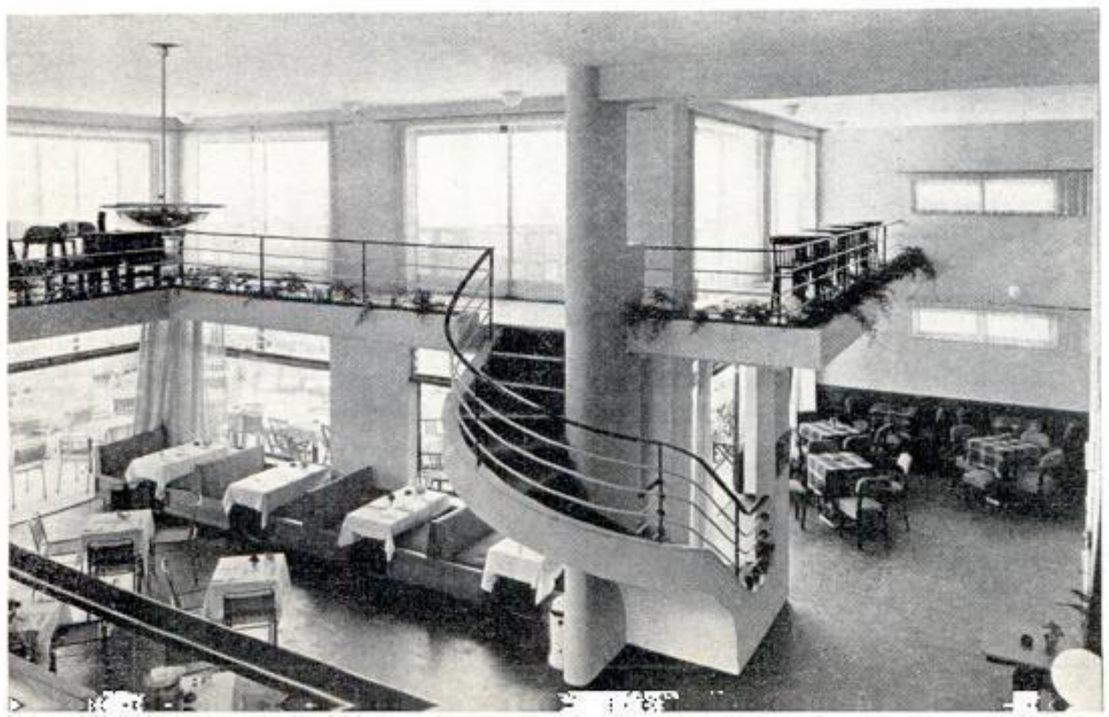




The Tel Aviv Museum (*above*) occupies the home of the late beloved Mayor Meir Dizengoff, includes work by Gentiles and such Jewish artists as Jacob Epstein, Marc Chagall, Aaron Bohrod, Josef Israëls, Pissarro, Lewithan, Liebermann, von Antokolski. Tel Aviv's smart café is the Ginati ("my little garden") shown below, next to the Opera House, in the centre of the theatre district. There is dancing from 4 p.m. to midnight. Tel Aviv has no night clubs or bars but it is full of cheap cafés where idlers may sit all day over a 4¢ cup of tea.



The Jewish Opera House (*centre background*) is where *The Merchant of Venice* is presented so rewritten as to make Shylock an amiable character who promotes Portia's romance. A Jewish festival is in progress on Allenby Road, one of Tel Aviv's rare tree-shaded streets.



Land speculators have given Tel Aviv a bad name all through Palestine. They have boosted land prices in 20 years from practically nothing to $150 a square yard. New developments leave scant room for streets and sidewalks, no room for trees and parks. Already four-year-old claptrap buildings are being torn down to make way for new. But no other city in the world has gone in with such zest for modernistic architecture as Tel Aviv. The design is often simple and sound, the materials usually quite inferior. This boom town began on desert dunes north of the Arab city of Jaffa, consisted at first only of the house of the late great Meir Dizengoff, longtime Mayor of Tel Aviv, who fought speculation, tried to lower rents by setting up community-housing projects. Now a new Jewish town is starting south of Jaffa, so that eventually Jaffa will be only an Arab islet in a Greater Tel Aviv.

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A LAND RUSH IN PALESTINE *(continued)*



THE JEWISH AGENCY FOR PALESTINE



AT DAWN JEWISH SETTLERS MASS FOR THE DASH ONTO THEIR NEW LAND



SETTLERS STAKE OUT THEIR PROPERTY



PREFABRICATED BARRACKS RISE IN AN HOUR ON THE NEWLY BOUGHT LAND



AT NIGHTFALL THE FIRST TRAIN STOPS AT THE NEW VILLAGE'S NEW STATION

The birth of a new Jewish farm settlement is shown on this page. Money contributed by U. S. Jews goes to the building in the upper left corner—the Jewish Agency for Palestine in Jerusalem. This is the supreme authority for Palestine Jews recognized by the League of Nations. Its National Fund has bought a twentieth of Palestine, never resells the land but rents it out on 99-year leases. Its council is equally divided between Zionists and non-Zionists (Zionists want an independent Jewish Palestine). When it buys land it cannot wait too long to settle immigrant Jews on it because if Arabs are permitted to cultivate it for a year, they legally acquire squatter ownership. Furthermore the settling must be done en masse, for fear of terrorist attacks on lone colonists. Shown here is a one-day settling operation in the Valley of Esdraelon near the Jordan and the Sea of Galilee. Barracks are prefabricated. At nightfall the first train stops at the new town of Beth Joseph. Since the War the Jewish population of Palestine has grown from 100,000 to 410,000—as against 850,000 Arabs. Eighty thousand Jews have already been settled on the land.

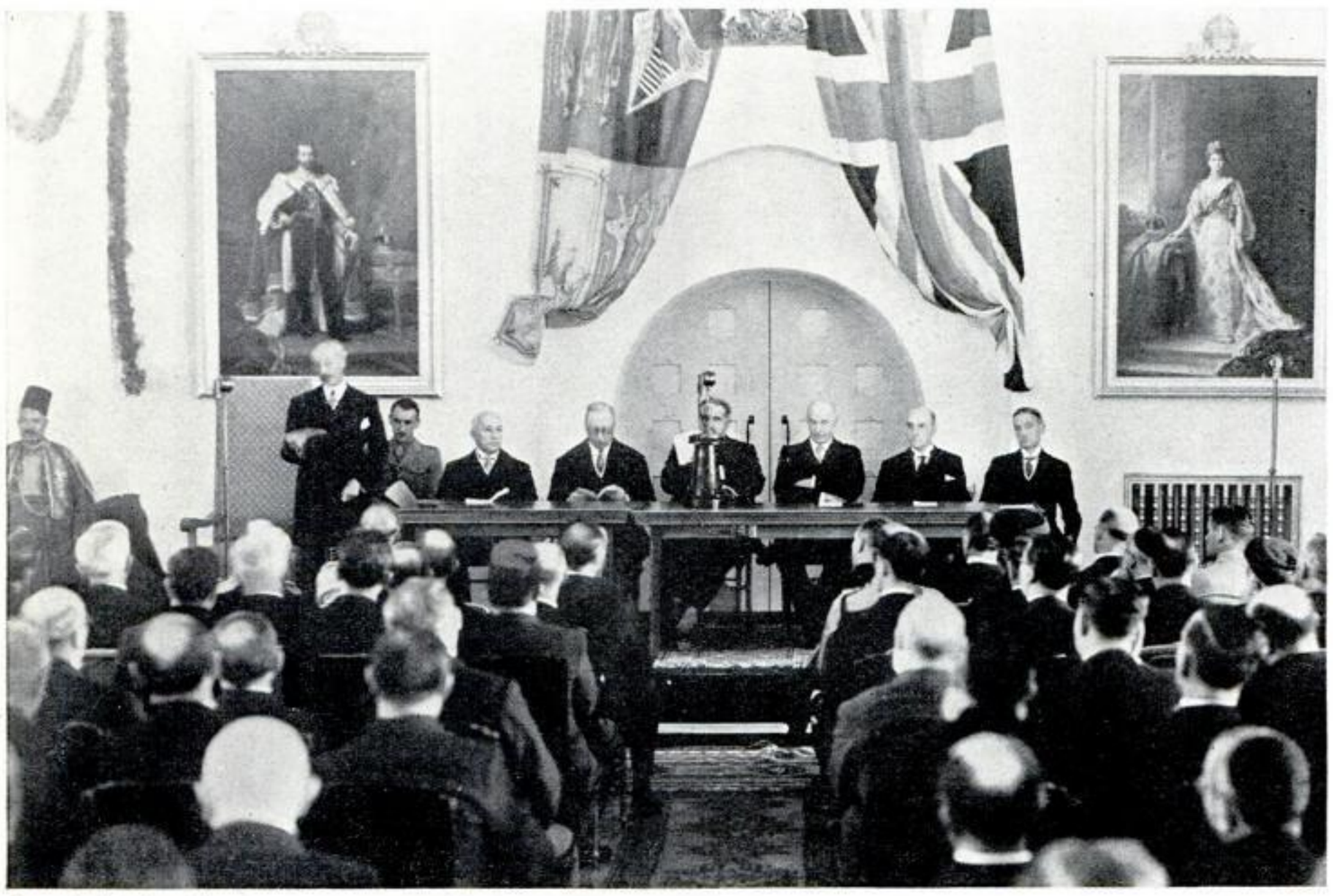
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BRITONS TRY TO DELIVER A JUDGMENT OF SOLOMON ON JEWS VS. ARABS



The Palestine Royal Commission left England last Nov. 5. Pointing the umbrella is the chairman Earl Peel. The others, reading right to left, are Sir Horace Rumbold, Sir Egbert Laurie Hammond, Professor Reginald Coupland.

These Englishmen (*left, and left below*) are members of the Royal Commission for Palestine who have finished digging out and pondering the facts shown on these pages. The Commission will publish their "solution" this month. The facts are that there are 410,000 Jews and 850,000 Arabs in Palestine. Both groups show every intention of staying there. Britain is glad to have a Jewish buffer against the growing Pan-Arab movement and Italian imperialism. The Jews stand for Occidental civilization, though they are of the same race as the Arabs and many of them are Arabic Jews escaped from Yemen, Bokhara and Persia. There is only one poor village of Jews who have been in Palestine since the time of Christ.



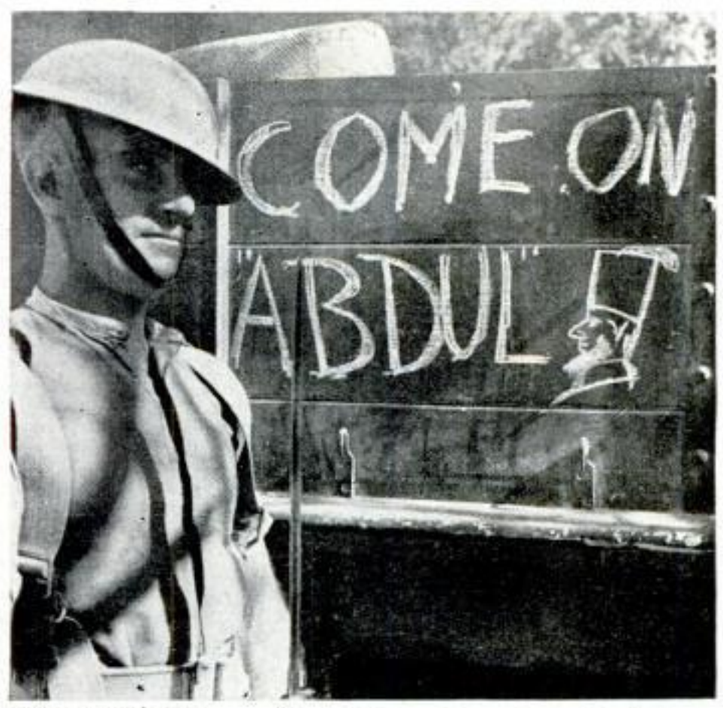
Commission hearings in Jerusalem featured speeches by British High Commissioner Sir Arthur Wauchope (*standing, left*). Seated frock coats are (*left to right*): Sir Morris Carter, Rumbold, Lord Peel, Hammond, J. M. Martin, Coupland. Note the British Royal standard, King George V and Queen Mary. Edward VIII had just abdicated.



Arabs may riot against the Commission's report, as they did above, secretly led by the Husseini family and by young Arabs educated in American-endowed Beirut University.



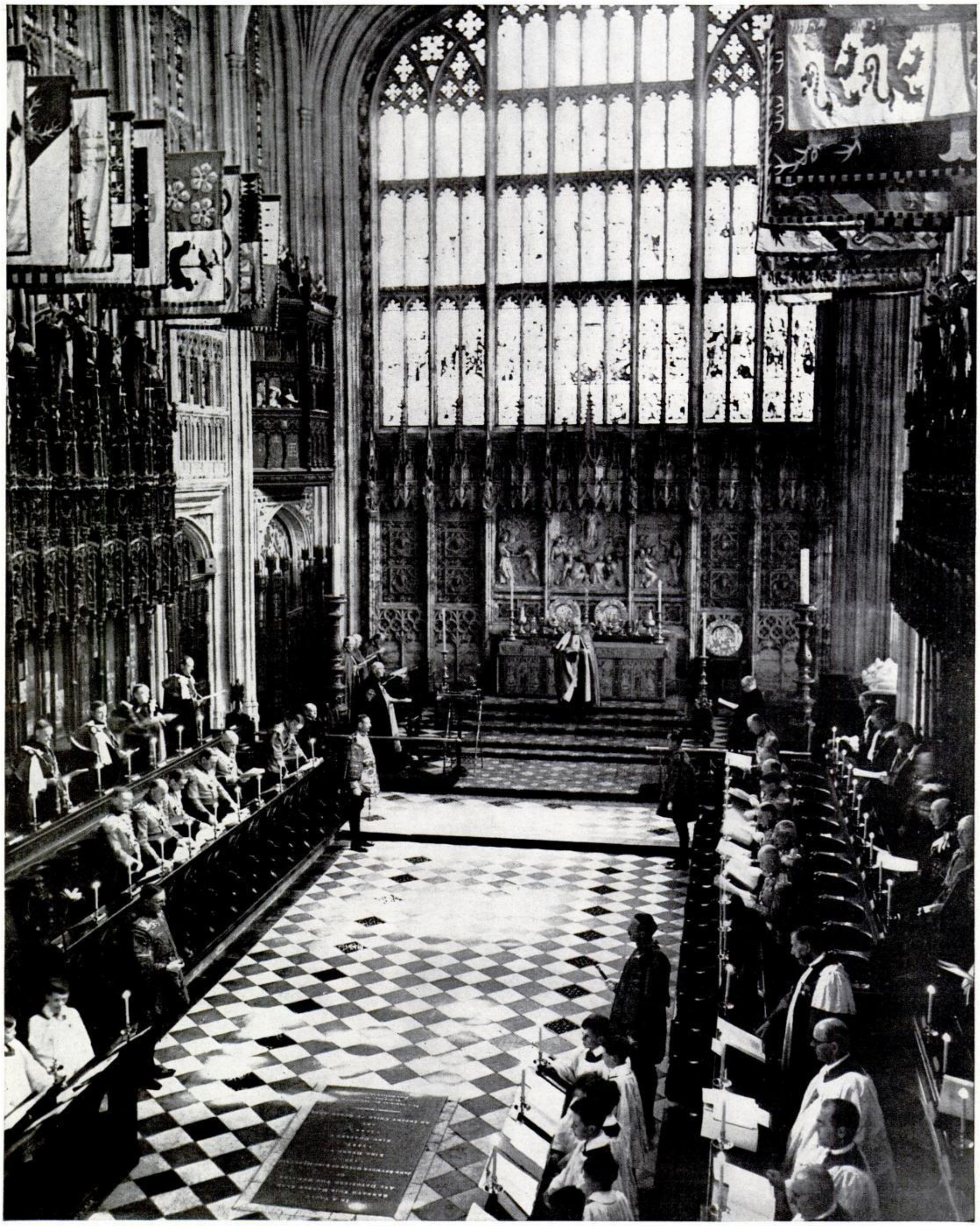
Abduls doze in doorways satisfied with civilization's contribution of an old gramophone. But these picturesque Arab oldsters, among the world's most warlike and murderous peoples, dislike civilization's effect on Arab laborers.



British Tommies capable of joking about their job (*above*) must enforce the Government's Palestine decisions. There are now 7,000 soldiers in Palestine waiting for trouble.

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THE CAMERA OVERSEAS: THE OLDEST AND MOST EXCLUSIVE CLUB IN THE WORLD IS THE . . .



THE MOST NOBLE ORDER OF THE GARTER HOLDS ITS FIRST CHAPTER MEETING IN 23 YEARS IN ST. GEORGE'S CHAPEL, WINDSOR CASTLE

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MOST NOBLE ORDER OF THE GARTER

By far the world's most exclusive and oldest club is the Order of the Garter, founded about 1348 by King Edward III as a sort of revival of King Arthur's Round Table. The King and 25 knights, including the Prince of Wales, divided into two groups for tournaments, admitted a few ladies and were the pride of English chivalry. There were also 26 "poor knights" and 26 priests. It was founded either to commemorate the battles of Acre or Crécy or to honor a lady who was laughed at when her garter fell.

On June 14, at the first meeting since 1914 in St. George's Chapel, Windsor Castle (*shown on the opposite page*), the only British absentees were the Dukes of Windsor, Portland and Connaught (the latter two because of illness). New members, initiated beforehand by King George VI who personally affixed the garter around their left knees, were Stanley, Earl Baldwin of Bewdley, the Dukes of Beaufort and Norfolk, the Earls of Clarendon and Strathmore (Queen Elizabeth's father), and the Marquess of Exeter. The Knights Companions (27 in all) stand in the two rear rows, the "poor knights" in the front rows. Baldwin can be seen on the left, next to the end man. The banners at upper left, reading from the foreground, are those of the Earls of Selborne (dog) and Derby, Hardinge of Penshurst (ships), Marquess of Salisbury (same name as the lady who lost her garter), Earl of Harewood, Duke of Abercorn (cinquefoils) and the Earl of Lonsdale. The first three on the right are the King of the Belgians, and the Dukes of Portland (antlers) and Marlborough. New members' banners are not yet up. On the back of each stall are metal plates with the arms of the old stall occupants back to 1348. King George V and Henry VIII are buried in the crypt in the foreground. The Bishop of Winchester is at the High Altar.



New Garter members include the Duke of Beaufort (*right*), Earl Baldwin of Bewdley, longtime Prime Minister of England (*centre*) and the Duke of Norfolk (*left*) who managed the Coronation. The garters just affixed by King George VI are hidden under the heavy blue velvet mantles. The Star of the Garter is on Earl Baldwin's left breast. The Knights are on their way out of the Chapel of St. George in the walls of Windsor Castle.



Only female members of the Garter are British Queens, now Queens Elizabeth and Mary (*shown above*). The women wear the Garter around their left arm, instead of their left leg. The page on right is Viscount Lascelles.



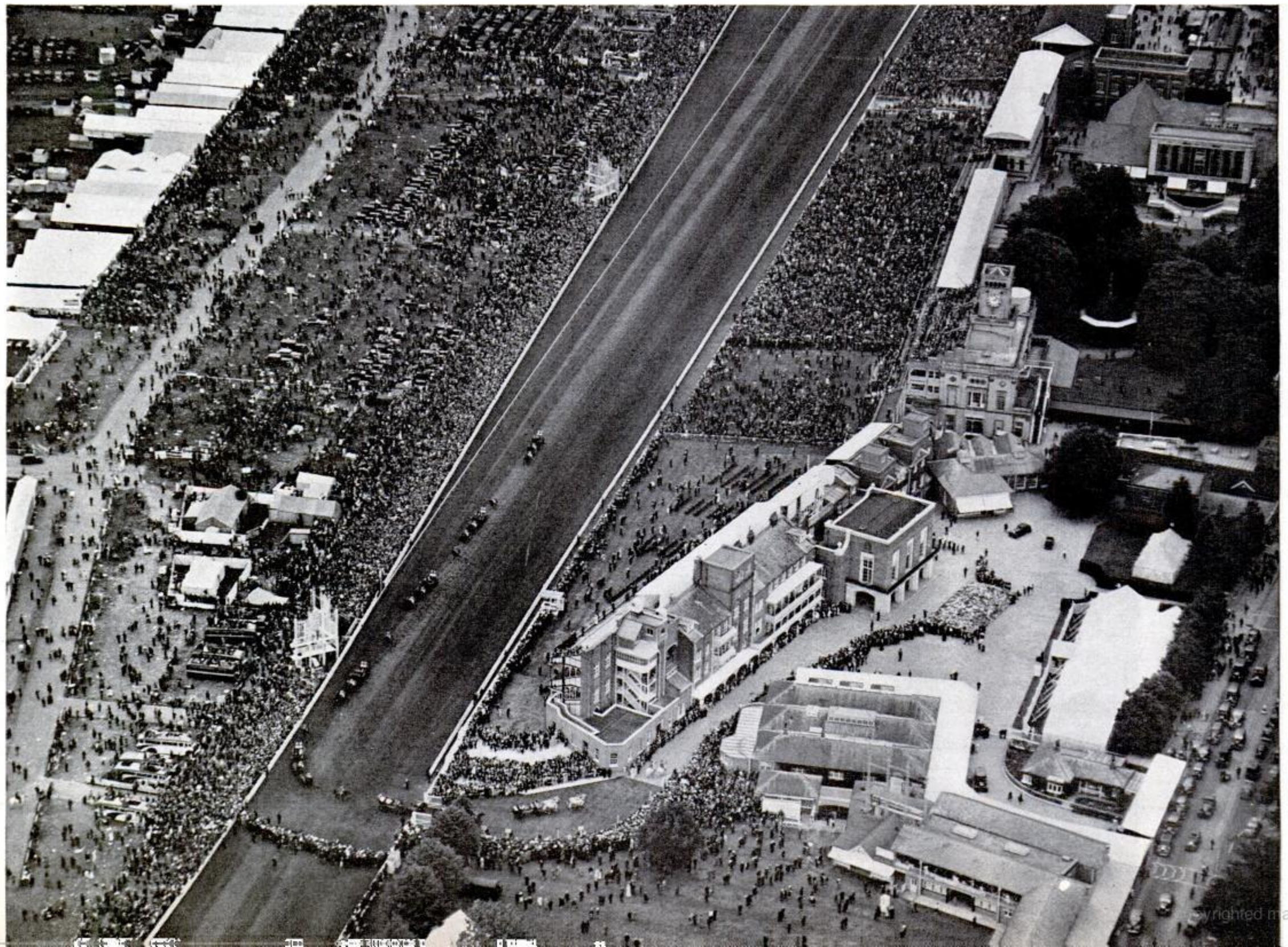
The impossible happened, as the Horse Guards marched into place, when a heavy-booted Guardsman tripped and fell. Nobody faltered.

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THE CAMERA OVERSEAS: THE SECOND MOST EXCLUSIVE CLUB IN ENGLAND

Ascot in England means four days of June racing at which the King and Queen are, by a 226-year-old usage, virtual host and hostess. On June 16, they drove into the gate (*above*). A moment later a left wheel of the Royal landau caught in the gate. The rear postillion backed, caught the wheel again. On the third try he got through and the crowd cheered.

The airview below was taken ten seconds later when the landau had got past the gate. The Royal Enclosure, between foreground white roofs and track, is enormously exclusive, invitation being only by order of the Lord Chamberlain. Also expensive are the grandstands above the Enclosure. Cheap seats are at left. The Paddock is in the foreground.



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ROTARIANS MAKE FRIENDS AT NICE

The 28th Convention of a Non-exclusive Club



At Nice on June 6 assembled 8,000 members of International Rotary, 3,500 of them Americans, most of the rest Frenchmen. They elected as International president Maurice Duperrey, Paris manufacturer and hotelman, to succeed Will R. Manier of Nashville, Tenn. (*left*). The American delegates set the tone of good-humored rambunctiousness typical of Americans in the mass abroad. They met in the Nice Casino where the roulette tables and baccarat shoes had been shut up for a week. Festivities included the Nice Battle of Flowers (at which a woman was killed and twelve injured), a ball, a fireworks display, garden parties and a tea in the palace of the Prince of Monaco. Both German and French Rotarians pressed their usual efforts to arrange "Goodwill" meetings between children and adults of the two ancient enemies.



Auld Lang Syne was sung after the last meeting of the Convention while the Rotarians held hands, row on row. Notice the French beard at right in the midst of a solid group of Americans.



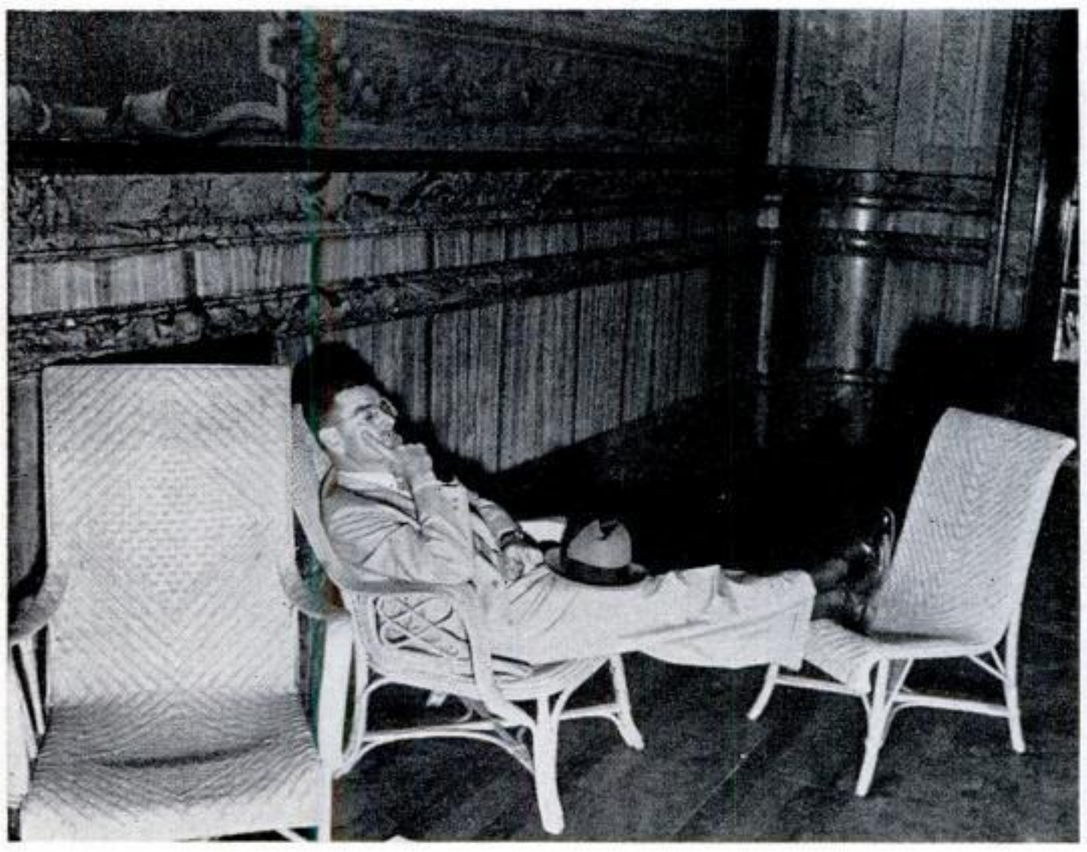
Language badges filled the lapel of Oscar Winterman of Eagle Lake, Tex. Collector's item was the Esperanto badge.



At Rotary ball, Isaac Weinberg of Lexington, Va. matched smiling faces with Miss Dorothy Hansen of New Orleans.



President Lebrun of France made a speech, an unprecedented honor, helped get France its first Rotary President.



An English parson gets his feet off the floor and snoozes after a hard night of Rotarian fraternizing and jubilee. Rotarians are usually middle-aged and extremely respectable.



An American pose on the small of the back is assumed by Sandy Livingston in the Savoy Hotel bar in Nice. Heavy drinking was largely confined to those who had come without wives.

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MOVIE OF THE WEEK:

Knight Without Armor



In *Knight Without Armor* Marlene Dietrich dives into a forest pool to emerge a moment later with water dripping down her face and ferns in her hair (*above*). Earlier in the picture she takes an indoor bath to emerge crowned with soapsuds. For taking these two baths, revealing her beautiful legs, and shedding a hollow-cheeked glamour through 9,000 ft. of British film, she got $450,000. This makes her, on a job basis, the highest paid woman in the world. But though she is a devoted mother and professes an attachment to her husband, Dietrich is a lonely woman whose closest friend is Nellie Manley, her hairdresser. Perhaps that accounts for the sad-eyed look she turns above, with calculable results, upon Robert Donat, her new leading man in *Knight Without Armor*.

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Four years ago the infant British film industry suddenly grew up. Its mentor was a former Hungarian reporter named Alexander Korda who had once been fired from Hollywood. With a comparative unknown named Charles Laughton he turned out *The Private Life of Henry VIII*, became overnight one of the ponderables of the movie world. In quick succession he produced *Catherine the Great* and *The Scarlet Pimpernel*, developed five new stars, including Robert Donat and Merle Oberon, to enhance his fame and bank account. Hollywood shook itself to meet a new rival. Then lean days fell upon Alexander Korda. Two of his elaborate films, *Things to Come* and *The Man Who Could Work Miracles*, failed to click. Rumor put the British film industry on the decline. Undaunted, Korda took James Hilton's sentimental novel, *Without Armor*, hired Marlene Dietrich to give it glamour, told Director Jacques Feyder (*Carnival in Flanders*) to give it beauty, spent a year and $1,800,000 making it and, with Sam Goldwyn, arranged to buy out United Artists to distribute it. Thus equipped, he is making a bid to recoup the fortunes of his London Films.



A bride's veil adorns Dietrich when, on the day of her wedding to a colonel, a bomb wrecks her father's carriage.



A transparent negligee drapes Dietrich when she awakes in her villa near St. Petersburg to find it taken by the Reds.



A peasant shawl conceals Dietrich's blond hair when she is captured by the Reds and barely escapes with her life.



A tub of soapsuds covers Dietrich when, safely delivered by an amorous Red commissar to the White Army, she bathes.



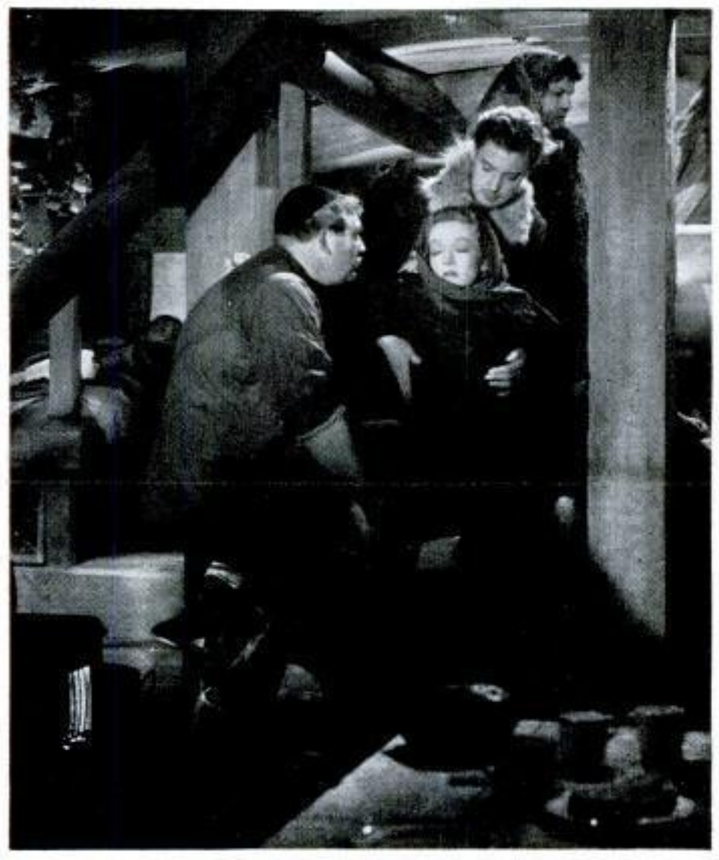
A spangled evening gown shimmers on Dietrich when she dines with aristocratic lieutenants of the White Army staff.



A woolen shawl wraps Dietrich's torn dress when the Whites are attacked by Red soldiers and again she is captured.



A Cossack's bearskin disguises Dietrich as the Red commissar (Robert Donat) leads her from prison to the forest.



A peasant shawl again serves Dietrich as she escapes on a Tartar barge, seriously ill but reunited with her lover.

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Private Lives



John D. Rockefeller III, 31, has been elected a life trustee of Princeton from which he was graduated in 1929. While there he majored in economics. "Associated with father," he is now a director of Rockefeller Center and a trustee of the Rockefeller Foundation. Last month he had his first son, a fine 8-pound baby named John Rockefeller.



Adolphe Menjou, movie actor, sought a novel income-tax exemption when he asked the Government to let him deduct expenses incidental to his wardrobe's upkeep because 50% of his engagements are due to sartorial pre-eminence. Mr. Menjou's plea is in connection with a 1934 $30,081 assessment which he is asking the Board of Tax Appeals to review.



Mrs. Beulah Nash was an unsuccessful caller at the Secretary of the Navy's office when she urged that her husband Charles, ousted from the Navy for marrying while at Annapolis, be reinstated. Pleading bigamy, she said their wedding was illegal. Beulah had tattled on Charles because the latter's mother said she married him for his uniform.



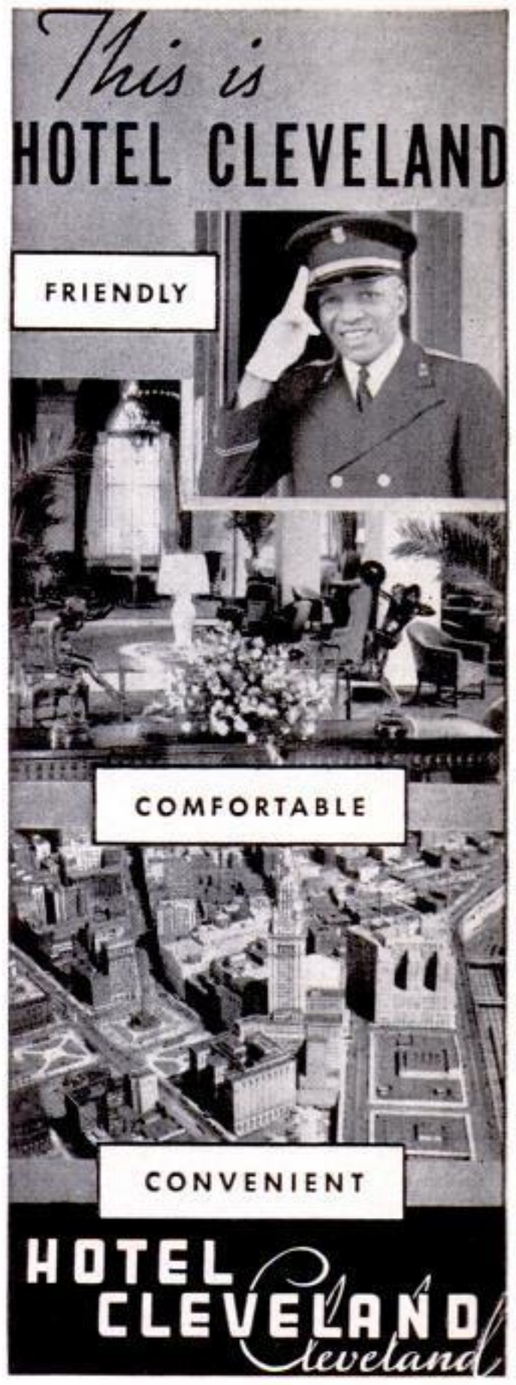
Alexandrine du Pont, one of the ten children of E. I. du Pont de Nemours & Co.'s President Lammot du Pont has followed a well-established du Pont tradition by becoming engaged to a young man who works for her family's company. He is Howard Alfred Perkins Jr., a graduate of William & Mary College, and he will marry the boss's daughter next fall.



Mr. and Mrs. John Barrymore, lately divorced after a here-today-gone-tomorrow courtship and marriage, are reunited and plan to get married all over again. "I love only John," said the former Miss Elaine Barrie. "I'm just a family man at heart," remarked Mr. B. "We are very, very happy." Note what love does to the celebrated Barrymore profile.



Ernst Panenka, first bassoonist of the Boston Symphony Orchestra, was demoted last year by Conductor Serge Koussevitsky for blowing too many sour notes. Lately Bassoon-Player Panenka got a divorce on the grounds that his wife whistled, slammed doors and rattled dishes while he practiced. Now Mr. Panenka's bassoon playing may improve forthwith.





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• • •

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• • •

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Private Lives



Margot Loines, of New York and Vineyard Haven, Mass., is engaged to Dwight Whitney Morrow Jr. Histrionically inclined, she is no stranger to her future sister-in-law Constance (*see right*) with whom she appeared in summer stock in Brattleboro, Vt. last year in a play entitled *Noah*. Her fiancé, a graduate of Amherst, is now studying law at Yale.



Constance Cutter Morrow, 22-year-old daughter of Mrs. Dwight Morrow and sister of Mrs. Charles Lindbergh, surprised a lot of people when she married Aubrey Niel Morgan, 32-year-old Welsh widower of her sister Elizabeth. Constance was graduated in 1935 from Smith where she belonged to Phi Beta Kappa, was director of the student Judicial Board.



Everett W. Hill, former ice manufacturer, Rotary International president, and 32nd degree Mason, has addressed countless Rotary Clubs in (to quote *Who's Who*) "North America, Europe, and other countries." His $2,000,000 fortune gone, he now lives in an Oklahoma cottage, eats fish and berries, glad-hands no one. "I'm broke and I like it," says he.



Joseph Tuzil, Manhattan cleaner and dyer, was bothered by burglars so often that he bought a rifle, slept in the rear of his shop. Awakened at 3 a.m. after two weeks' waiting, he spied a Negro intruder, shot him trying to escape. "Here's your man, officers," said Tuzil when police arrived. Then he reloaded his gun and alertly went back to sleep.



Mrs. Lily Barrow Brooks, 53-year-old mother of Joe Louis, the Brown Bomber, beamingly followed over the radio the Chicago prize fight in which her famous son won the heavyweight championship of the world from Jim Braddock. Deeply attentive on such occasions, she greets her son's triumphs with no shouts but a fervent mutter: "Bless the Lord!"



Mrs. Julia L. Ely, who died in Los Angeles last month at the age of 100, was known as "Mother of the United States Army." Her husband, the late Eugene Hanson Ely, was a Civil War captain. Her son Hanson is a retired major general and two others are colonels, one retired. Her military grandsons have included two captains and two lieutenants.

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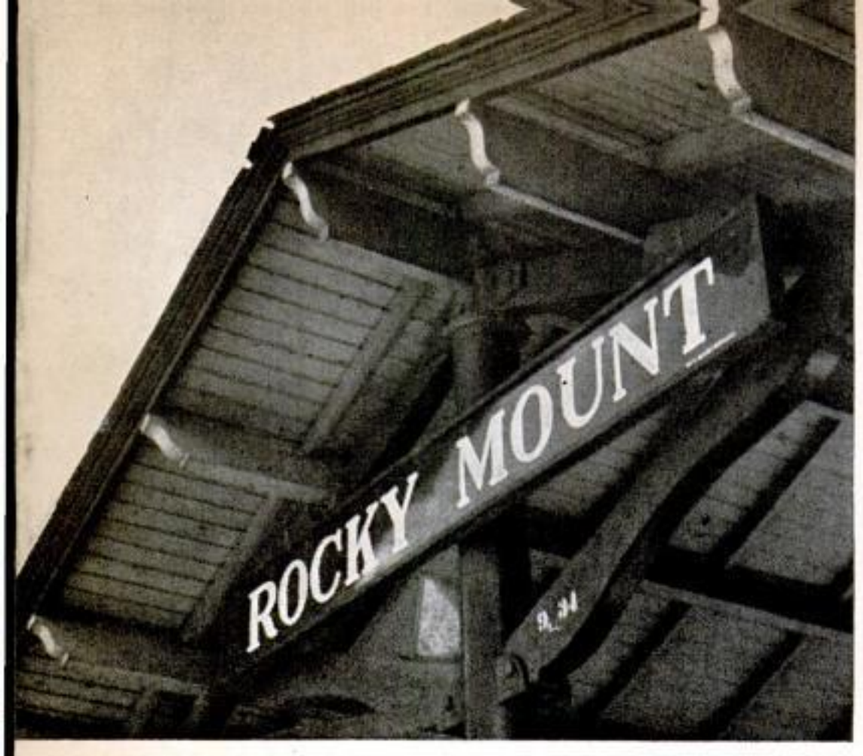
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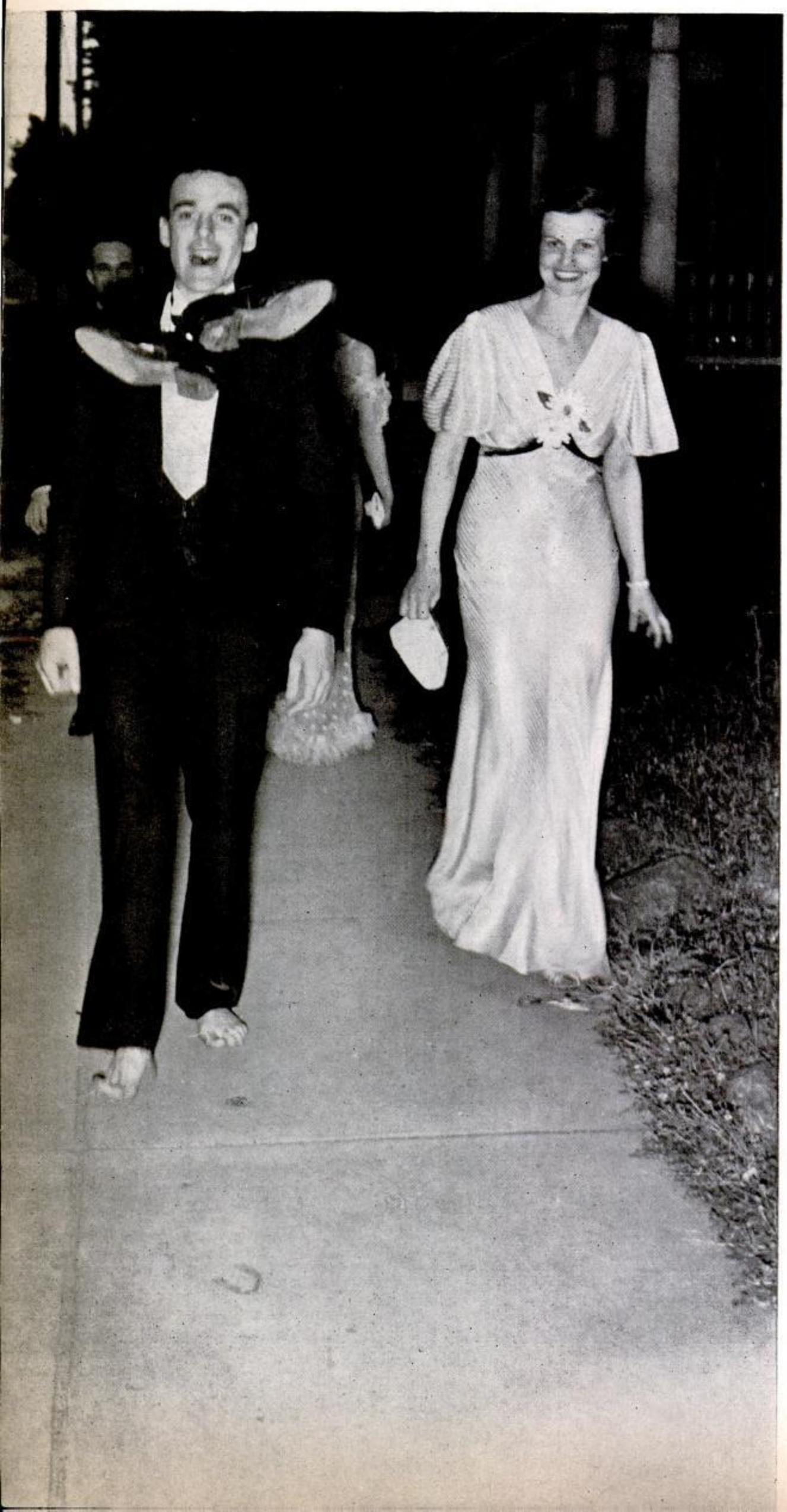
To Rocky Mount went guests from 28 different states for this little North Carolina town's 57th annual June German.



Site of the festivities was the Mangum tobacco warehouse, the biggest of ten in this tobacco-manufacturing centre.



Hung with streamers, the Mangum warehouse, according to a local paper, became "a place of indescribable beauty."



Life Goes to a Party

at the Carolina Cotillion Club's 57th annual June German held in Rocky Mount, N. C., with 220 hosts, 8,000 guests, 3,000 spectators.

Photographs for LIFE *by Thos. D. McAvoy*

Every June since 1880 the Carolina Cotillion Club has given a German which provides fun and frolic for thousands of Carolinians, makes the thriving tobacco town of Rocky Mount, N. C. a cynosure for invited guests from many another State. This year's German, underwritten by the club's 220 members who paid $10 each, attracted 8,000 guests, was witnessed by 3,000 spectators who paid 50¢ apiece to watch the elite make merry. The party began at 10 p.m. in the lavishly decorated Mangum tobacco warehouse which had been converted into an impromptu ballroom for the occasion. The event proper—attended by guests properly invited by the young men who constitute the Cotillion Club—was officially over at 5:15 a.m., but festivities continued informally throughout Saturday. Swimming, high jinks at the country club and barbecues rounded out the gala week end. For days ahead Rocky Mount citizens outfitted themselves at local stores, were beautified at local barbershops. For weeks to come they will recall the success of their traditional No. 1 social fixture, which derives its name from huge festivals held at watering places in Germany during the 19th Century.



Critical onlookers at the June German revels were Mayor John Q. Robinson and Traffic Officer J. B. Robinson. Both are teetotalers and neither of them cares for dancing.

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Through this entrance to the warehouse poured 8,000 June German guests, to emerge in daylight the following morning.



These Carolina belles, complete with corsages, are lining up for one of the June German's traditional figure dances.



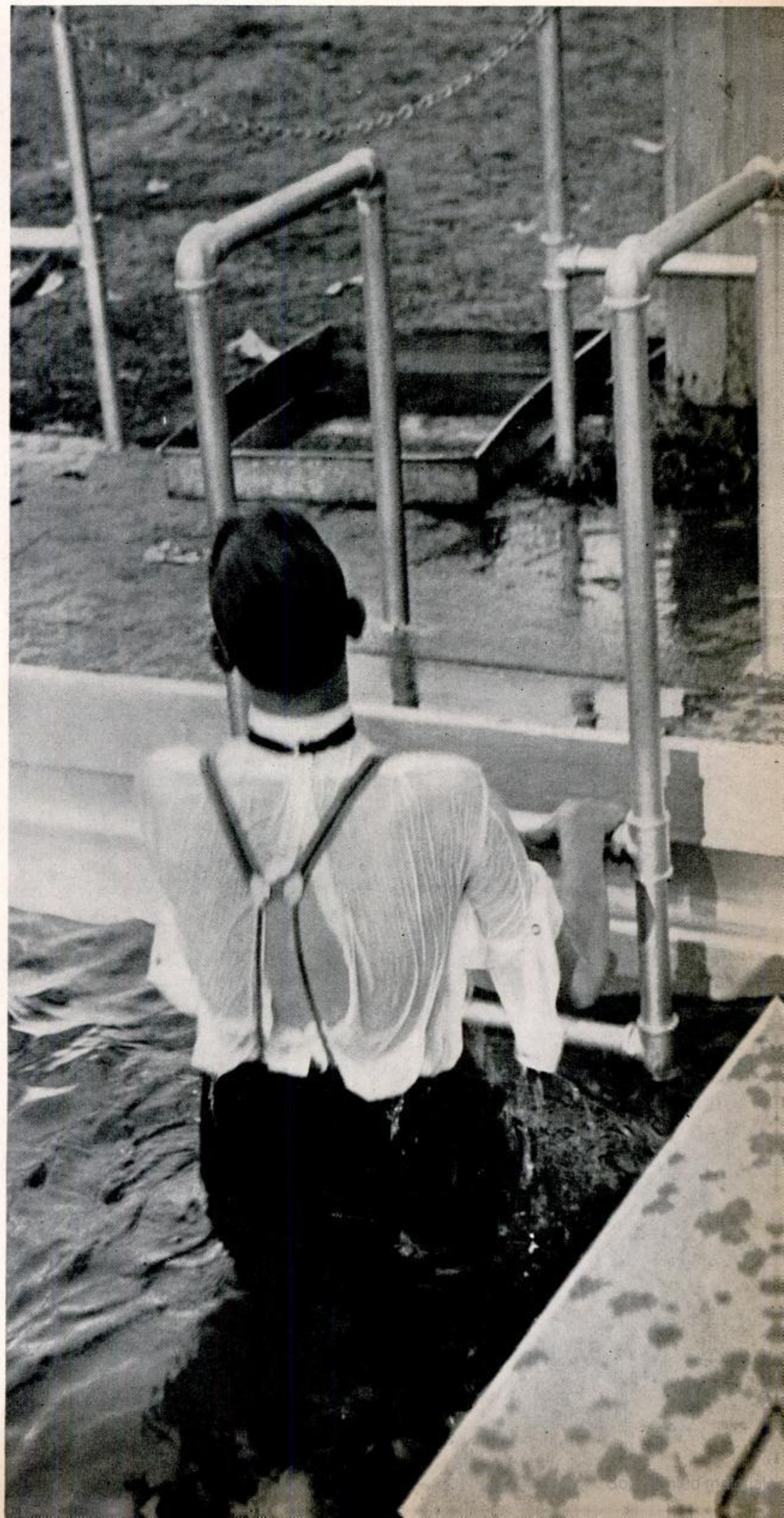
3,000 spectators paid 50¢ apiece to watch Rocky Mount's best people making merry at the town's best annual event.

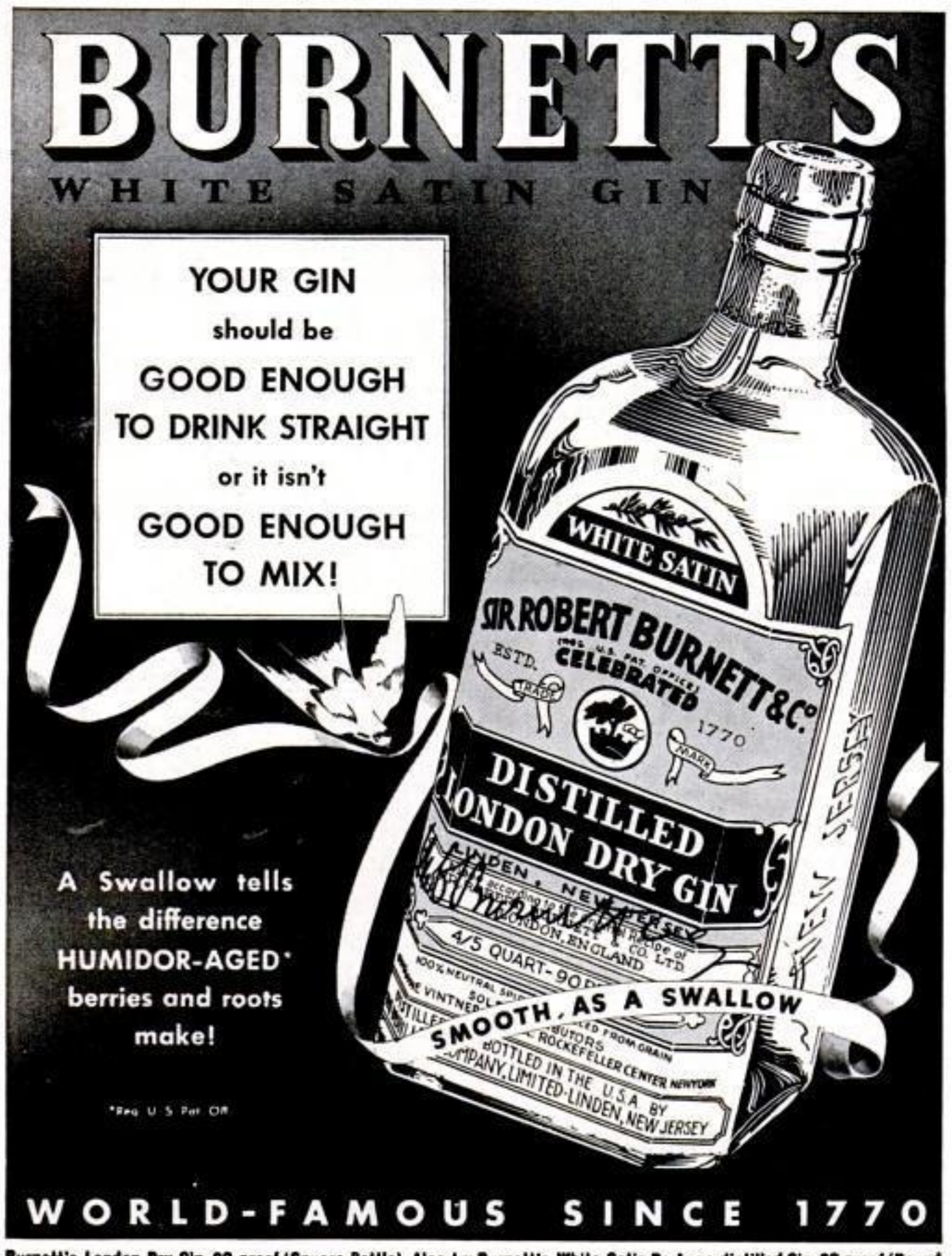


"Crack the whip" was a popular pastime at the country club Saturday night following the Friday German. Fresh from all their dancing, these members took headers on the floor.



Impromptu aquatics in the country club pool were indulged in by many a June German stag as the sun came up Saturday morning after the dance. Scorning a change into the conventional bathing suit in his hurry to cool himself off, this well-dressed swimmer ruined the pants of a perfectly good dinner coat, won the admiration of landlubber friends.





Burnett's London Dry Gin, 90 proof (Square Bottle). Also try Burnett's White Satin De Luxe distilled Gin, 90 proof (Round Bottle) both distilled from grain. Also Burnett's Sloe Gin, 60 proof. At the best bars and stores. Browne Vintners Co., Inc., N.Y.

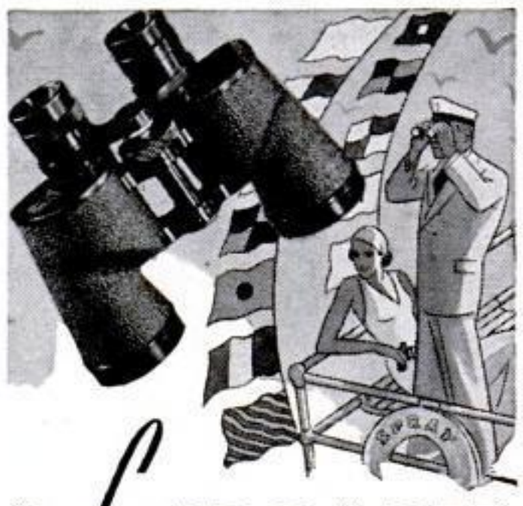
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Life's Party (continued)



"Come on, pal, pull yourself together and let's get back to the dance." Rocky Mount's June German, with three intermissions, is a long and arduous festivity. Altogether, hospitable Carolinians gave some 80 special parties over the week end.

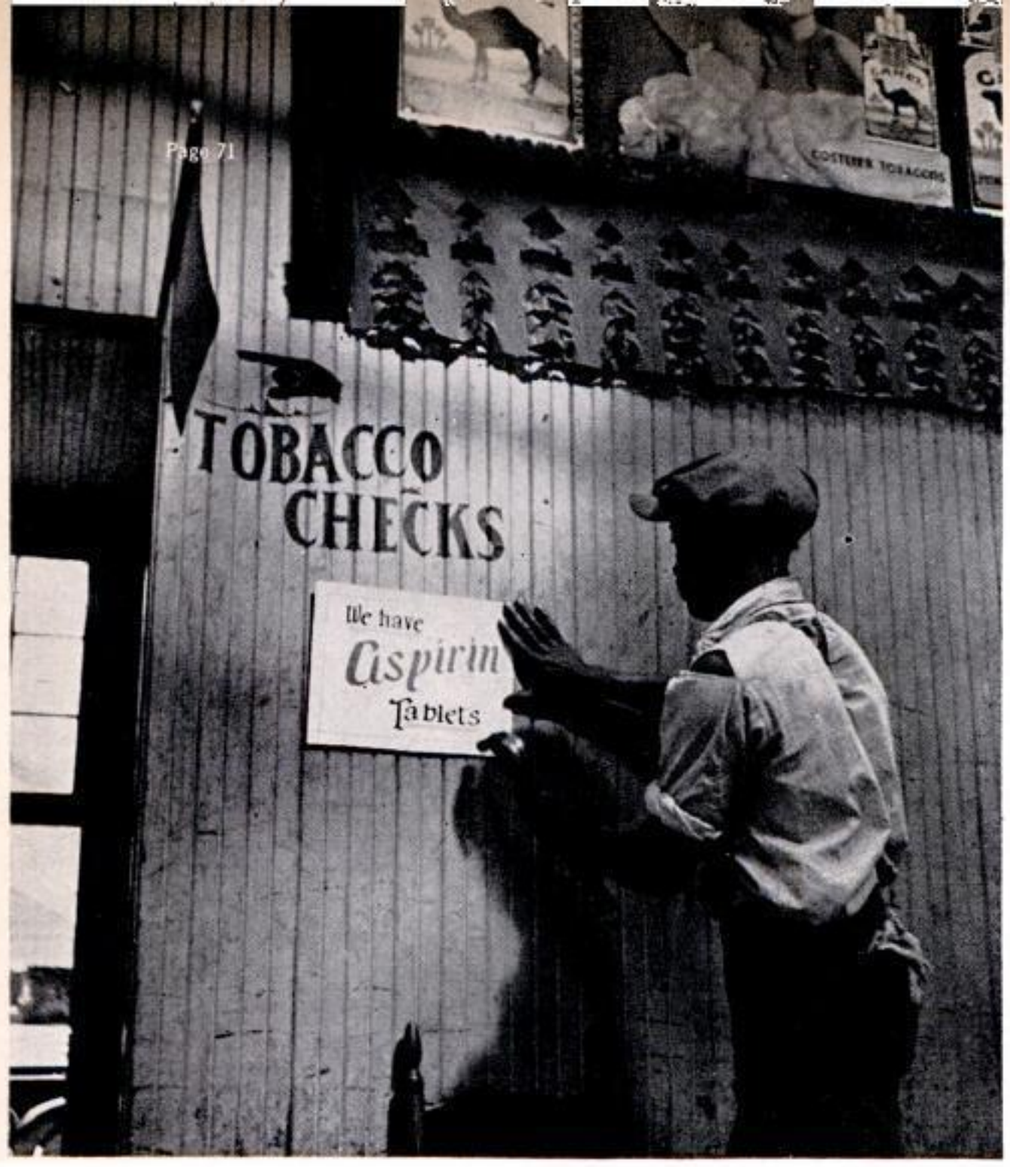


Automobile parties provided intermission entertainment as Rocky Mount's June German week end got under way. The name of this antique and somewhat dilapidated Ford is "Passion," and its cheerful occupants are cutting up before the camera.

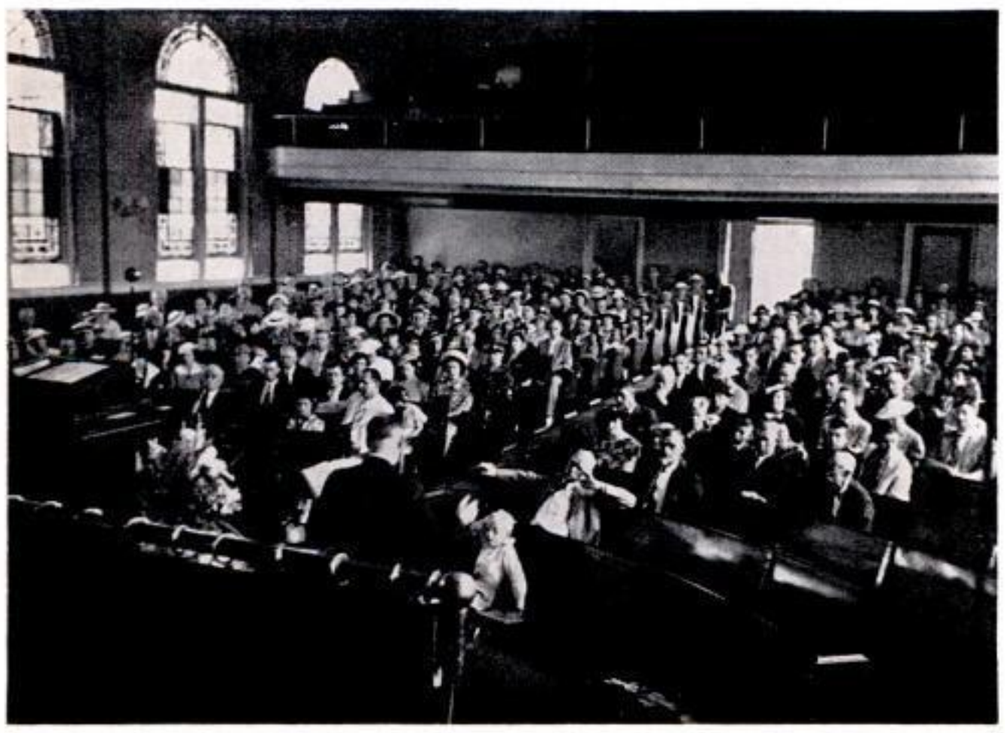


A footsore dancer is relieved of a cramping shoe by helpful friends. The scene is the colonnaded porch of the George T. Burnetts' immense Southern mansion where guests caught a breath of fresh air at one of the German's intermission parties.

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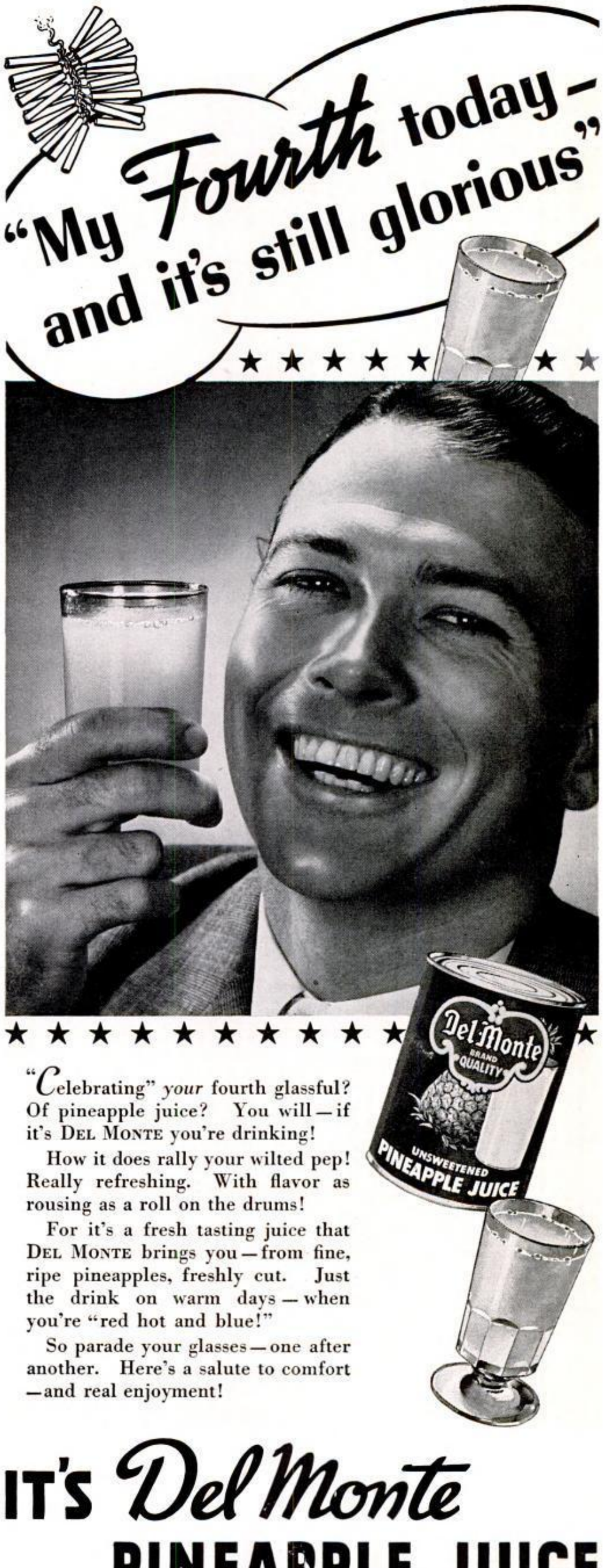
Saturday morning headache relief for June German guests was offered in the shape of aspirin tablets dispensed at the warehouse ballroom. Some gay revelers preferred to dispel the mist by plunging into the nearby country club swimming pool.



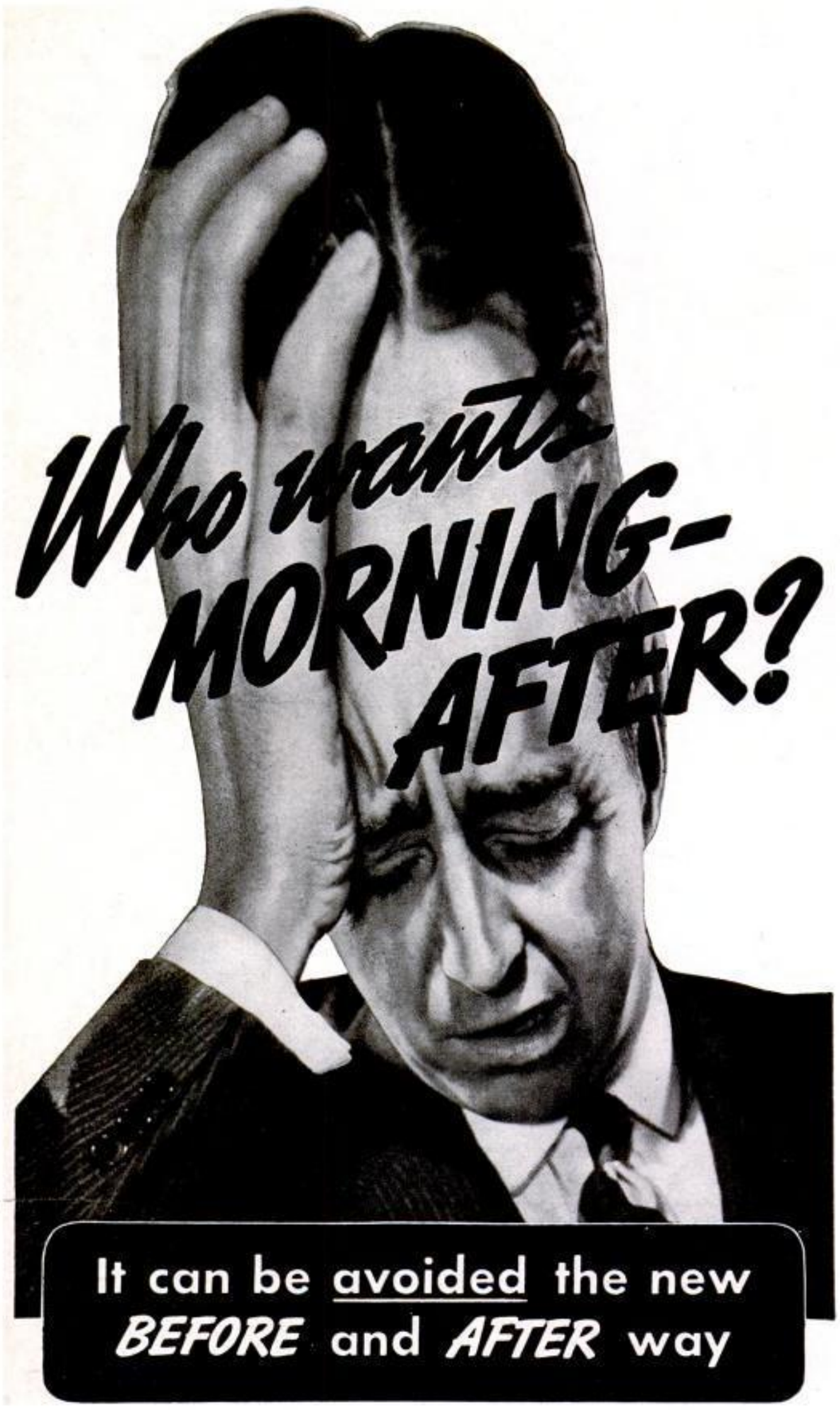
Sunday morning found many a pious partygoer in the First Baptist Church where Pastor J. B. Kincheloe in a rather pointed sermon cautiously referred to the penalties of debauchery. Observe that many of the front pews are conspicuously empty.



Monday morning found Rocky Mount going back to work again as usual. With a population of 28,000, the town is served by the Atlantic Coast Line Railway which has railroad shops there. Chief businesses: tobacco, textiles, woodworking.



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It can be avoided the new *BEFORE* and *AFTER* way

BEFORE YOU GO TO BED, take Bromo-Seltzer. It works while you sleep to help counteract the causes of morning-after headache.

AFTER YOU WAKE UP, take another Bromo-Seltzer! This relieves the effects of fatigue from too-late hours. Leaves you keener!

● Morning-after agony can be *stopped* faster by Bromo-Seltzer. New tests show it can generally be avoided, too.

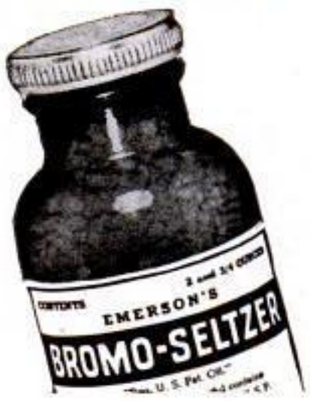
Just do this. After your next party, take Bromo-Seltzer *before* you go to bed. It works while you sleep to settle your upset stomach, soothe your overstimulated nerves.

Alkalizes

Bromo-Seltzer also alkalizes —reduces the excess acidity caused by overindulgence.

How wonderful to wake up with a clear head! Then—to relieve the effects of fatigue from a late bedtime—take another Bromo-Seltzer! It will refresh you, leave you keener, more alert.

At drugstore soda fountains everywhere. Keep it handy at home, too!



BROMO-SELTZER

Makes you feel fit FASTER!

LIFE'S PICTURES



Two years ago Margaret Bourke-White bought a Fairchild Aerial Camera for her first commercial flying job —a trip over TWA's transcontinental route. As part of a recent photographic study of the International Paper Co. (*see pp. 24–29*), she flew over its vast Canadian forest possessions. To take pictures from the air, Miss Bourke-White dons a flying suit (*see above*), enters a small four-passenger plane from which the side door has been removed. She kneels in the aperture, fastening herself to the plane with a belt. The plane banks, Miss Bourke-White leans far out away from the plane holding her 20-lb. camera against the tremendous force of the wind, and from this strenuous position snaps such stunning pictures as the one on p. 26.

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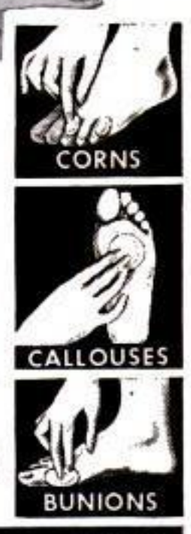
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Dr. Scholl's Zino-pads are velvety-soft, water-proof. Don't stick to stocking or come off in the bath. Easy to apply. Sizes for Corns, Callouses, Bunions and Soft Corns between the toes. Cost but a trifle. Sold everywhere.



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PICTURES TO THE EDITORS



Glen Craig supports his family working in the Ball Brothers' plant.

TYPICAL MUNCIE'S TYPICAL FAMILY

Sirs:

The most common adverse criticism (and most of it was adverse) of your series on Muncie (LIFE, May 10) was: "They didn't show the average Muncie family—only extremes." If the citizens want an average family, here it is. These pictures show the Glen Craig family, selected by the Muncie *Evening Press* as "Muncie's typical family." Thus the family is the "typical family" of America's "typical city," the latter coming from Dr. Robert S. Lynd's books, *Middletown* and *Middletown In Transition*. The family was selected on a basis of the statistics given in Dr. Lynd's last book.

The family lives in a rented house and pays $20-a-month rent. The father has made $1,260 in the last year, but at the present time makes $25.92 a week, which would be $1,347.84 a year. The city's average wage is $1,352 per year. He is a member of the "pipe gang" at Ball Brothers' plant. There are two children. The parents expect to see the children through high school and probably will, and hope to send them to college "if possible," and, if they continue typical, will not. Their house has a hot-air furnace (should have stove to be absolutely typical), uses gas for cooking, has electric lights, hot and cold running water, a bathtub, an ice refrigerator, an old-model car and a radio. The family goes to a Protestant church occasionally. Mr. Craig voted for Hoover in 1932 and Roosevelt in 1936. The Craigs have been married eight years.

JOHN LEWELLEN

Muncie *Press*
Muncie, Ind.



The Craig home ($20-a-month rent) has a furnace, gas, electricity, hot and cold water.



The Craig income—$1,347.84 per year—provides for this old-model car.

CORN CROP

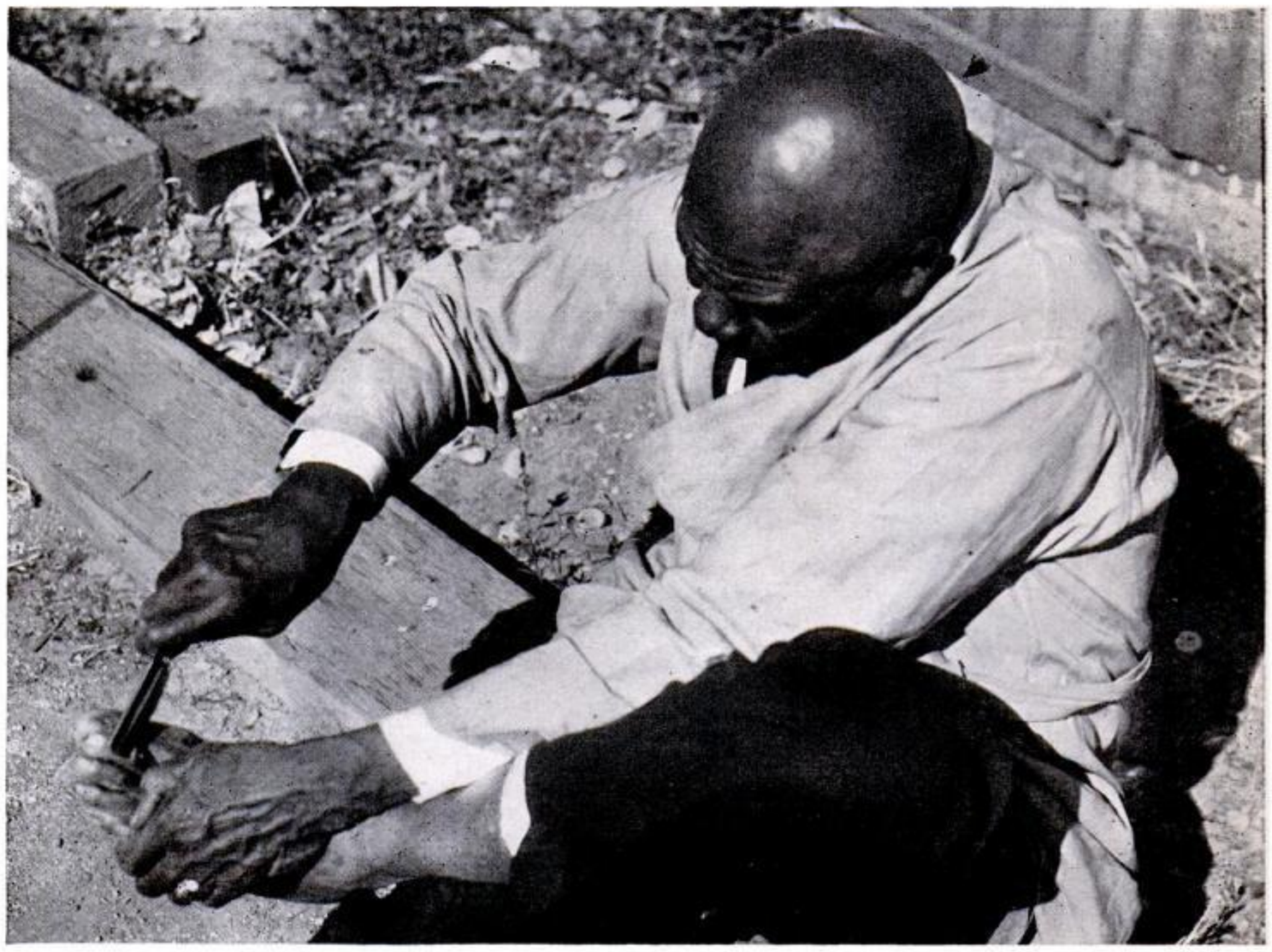
Sirs:

This is Sam, the shoeshiner doing a little straight-edge surgery on his corns in the parking lot next to his shop.

Sam says he has the largest corn crop west of Kansas and there is nothing like a razor for this job.

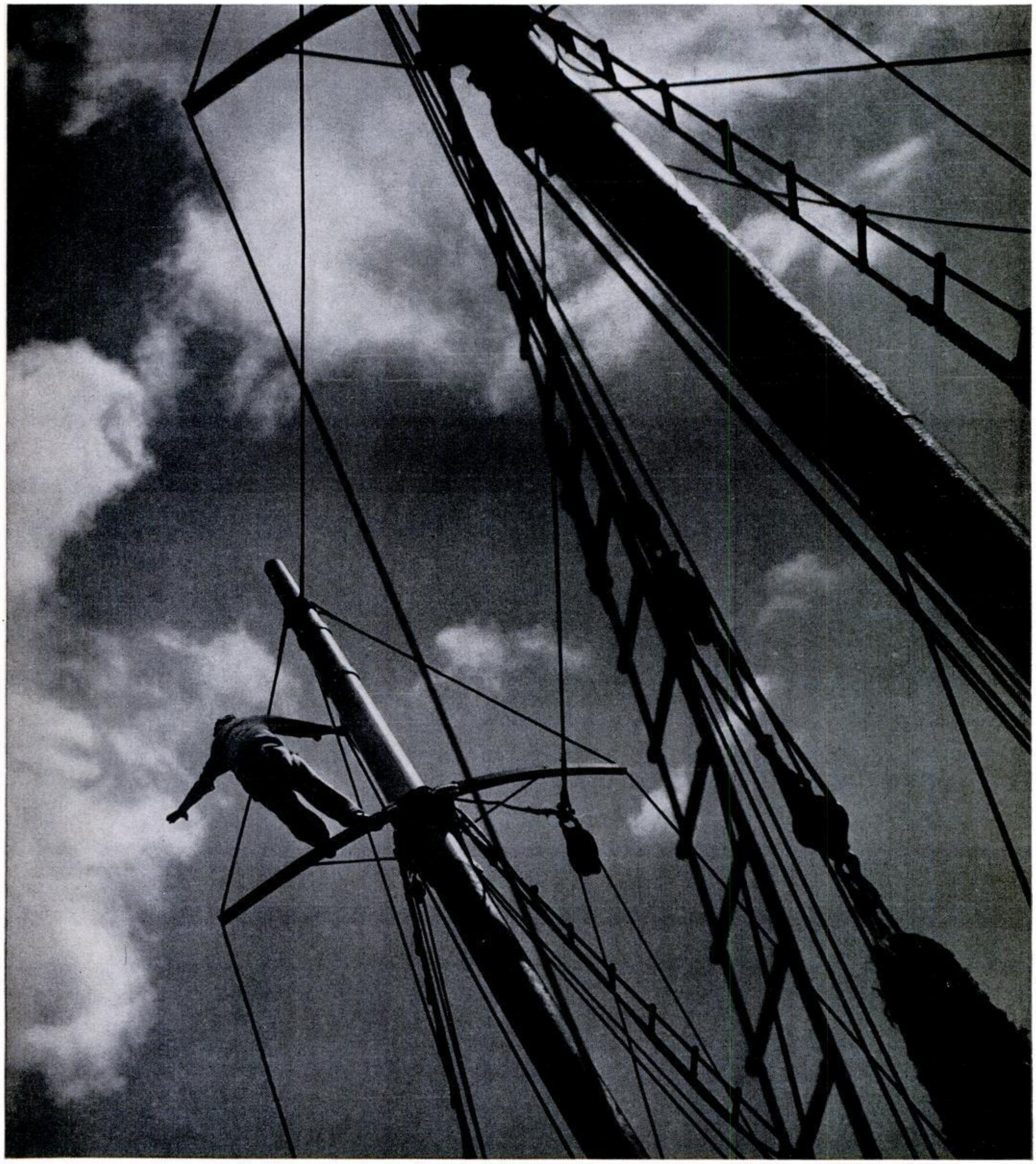
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Los Angeles, Calif.



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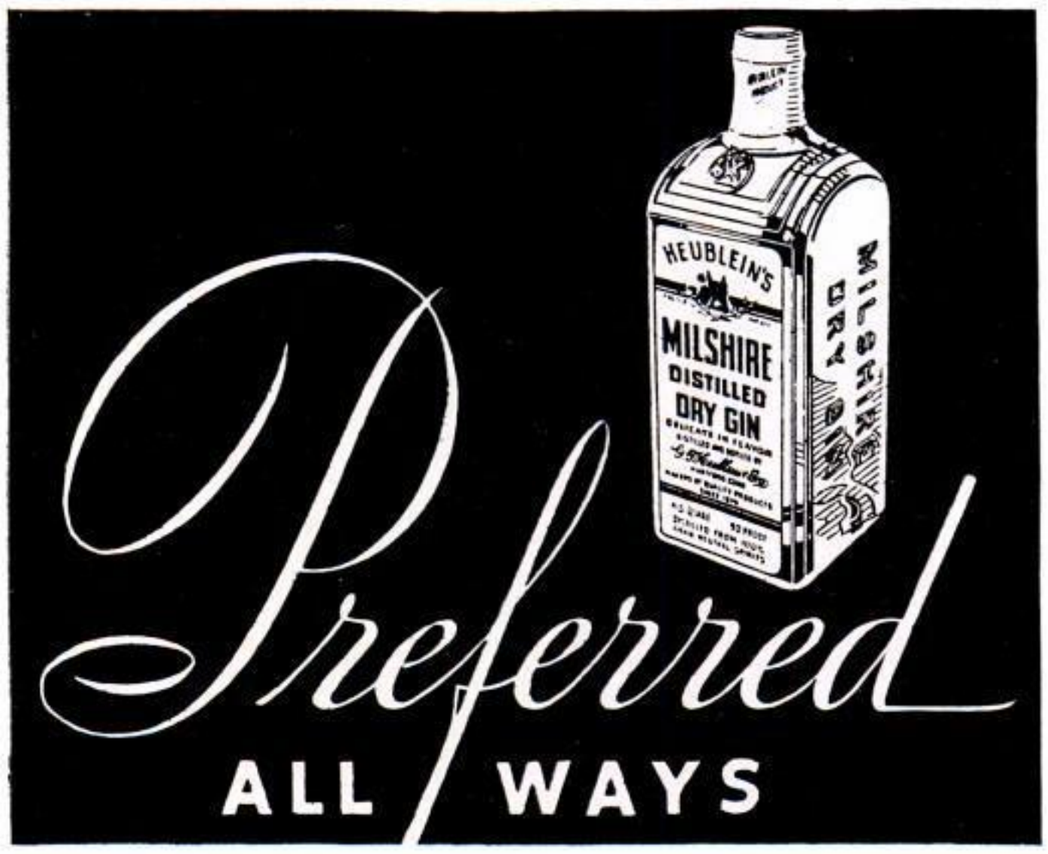
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PICTURES TO THE EDITORS

(*continued*)

FIREMAN'S TOMB

Sirs:

When Thomas Pursell, 83-year-old retired fireman, was buried in a Williamsport cemetery on June 15, a door of one of the strangest burial places in the world was bolted shut.

Fear of being buried alive prompted Pursell to conceive plans for and erect this mausoleum with ventilating system and patented wheel lock, which can be opened only from the inside. The fireman spent a year and a half perfecting the vault. He made by hand the brass bolts which fasten the door in place, and entrusted James Miller, a friend, to apply them and clip off the tops with a hack saw so that no entry could be made. Placement of a hammer and two boards by his side, to aid in an exit should resurrection occur, was a part of the burial which attracted the curious to the cemetery grounds.

HELEN M. UNGER
Williamsport, Pa.



THE LATE THOMAS PURSELL



The Pursell vault is ventilated by the chimney shown on the roof.



Pallbearers shove the unembalmed body of Thomas Pursell into his tomb.



Pursell's body, wrapped in a blanket, may emerge feet first from the vault.



The vault sealed by James Miller, can still be opened from inside by Pursell.

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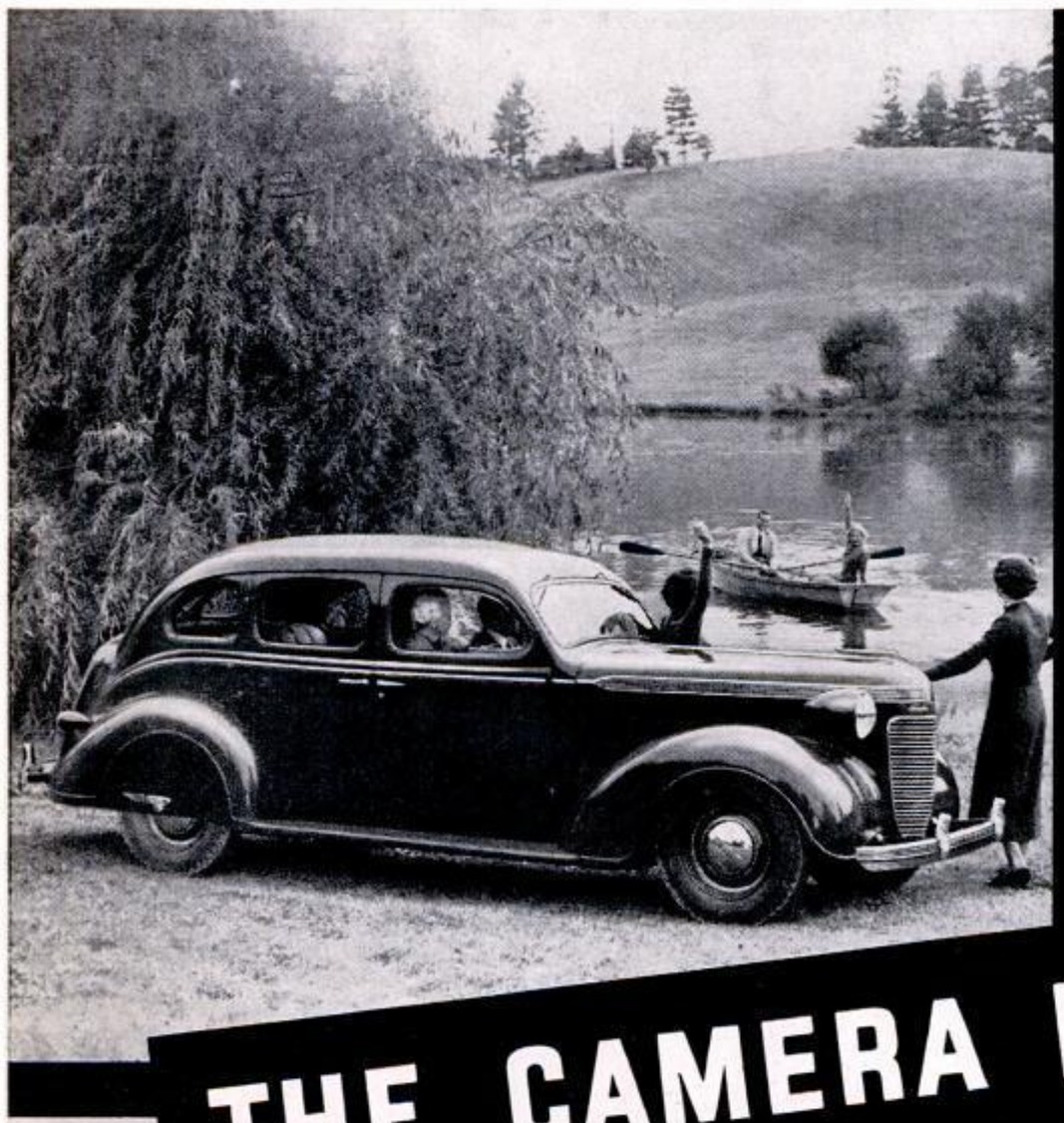
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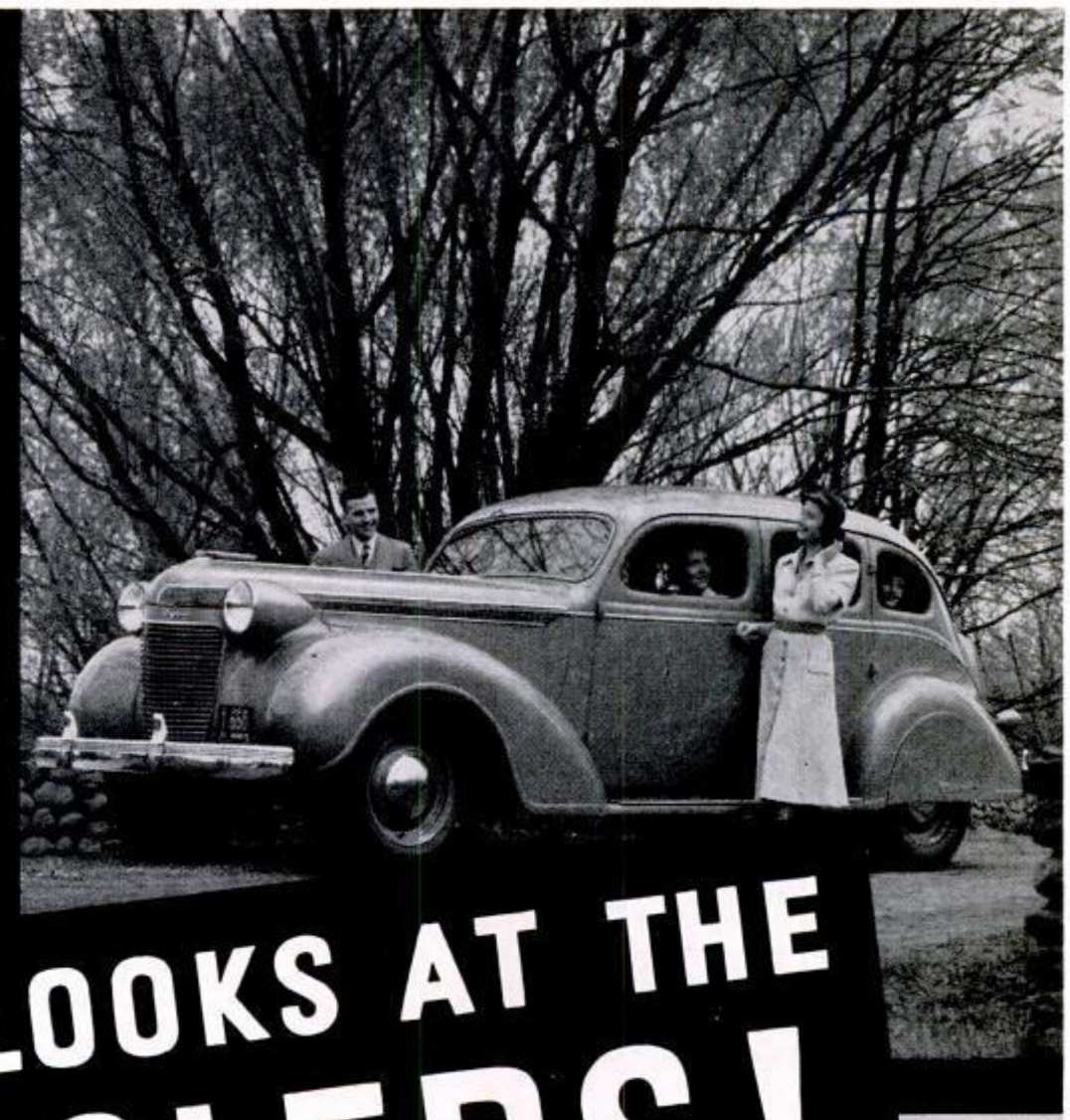
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with which Chrysler has invaded the low-priced field. A new and different kind of low-priced car . . . bigger, roomier, smarter and finer . . . yet so economical with its new 93 horsepower Gold Seal engine that owners report 18 to 24 miles per gallon. The most talked about motor car of the year!

THIS IS THE CHRYSLER IMPERIAL

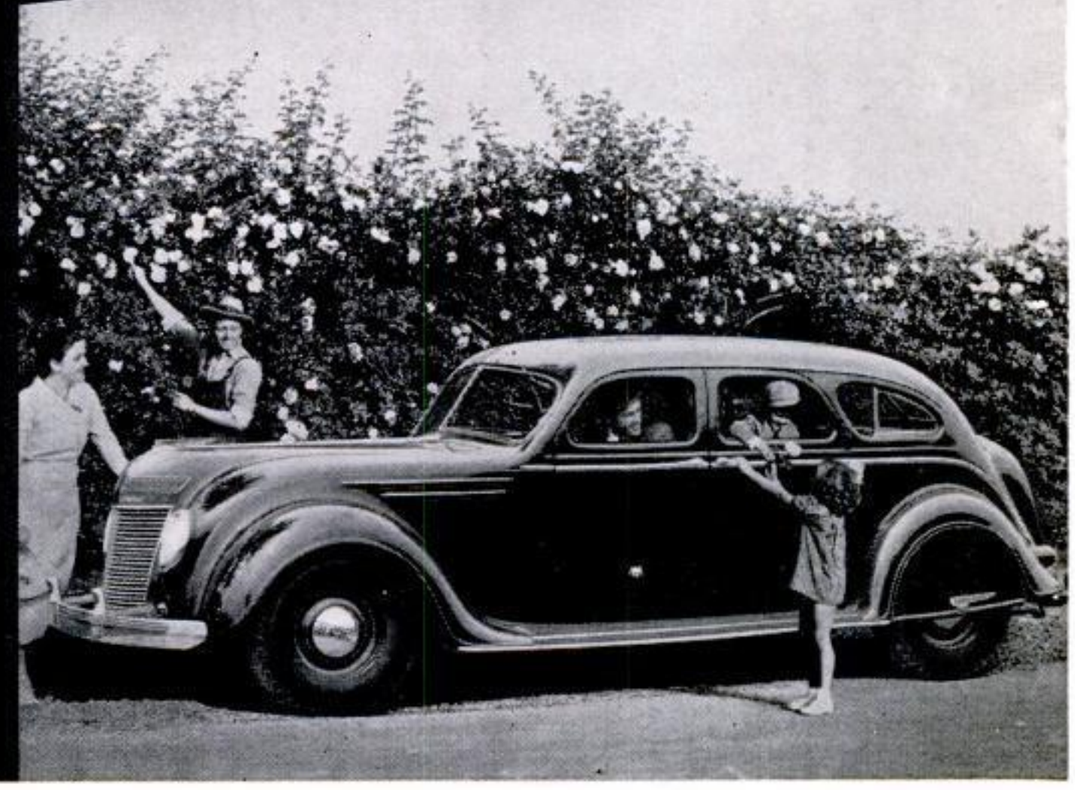
famous for years as the finest expression of Chrysler engineering . . . now available at the lowest price in history . . . well down in the medium-price range. A big, commanding car of 110 horsepower and 121 inch wheelbase . . . exceptionally roomy, and luxurious . . . magnificent in riding comfort.





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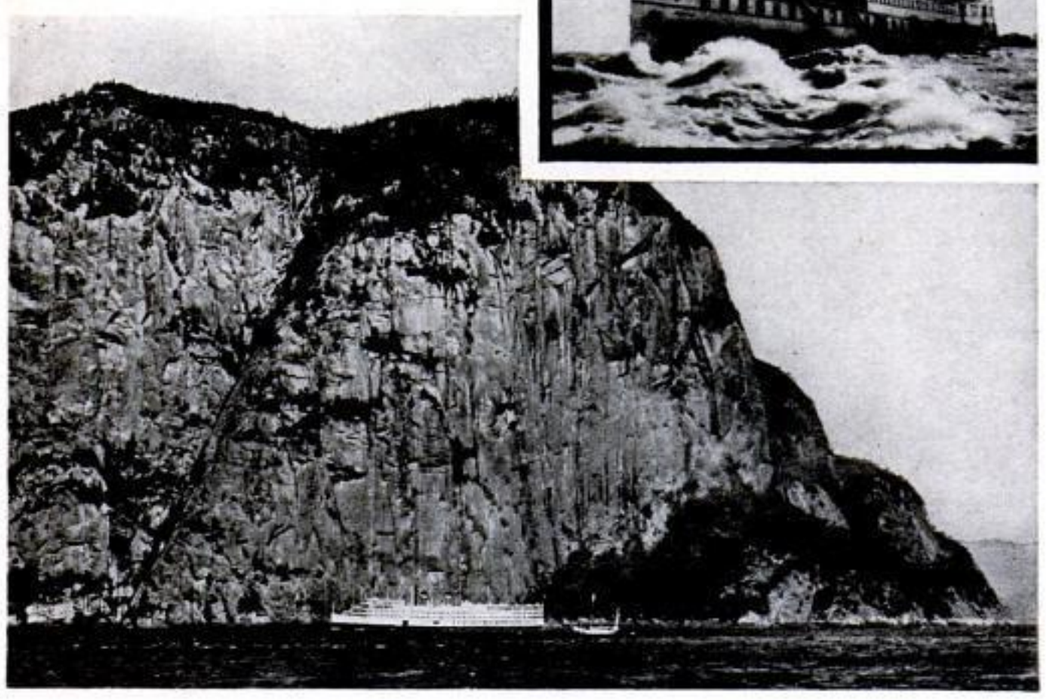
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M-M-M-m! CHERRIES!



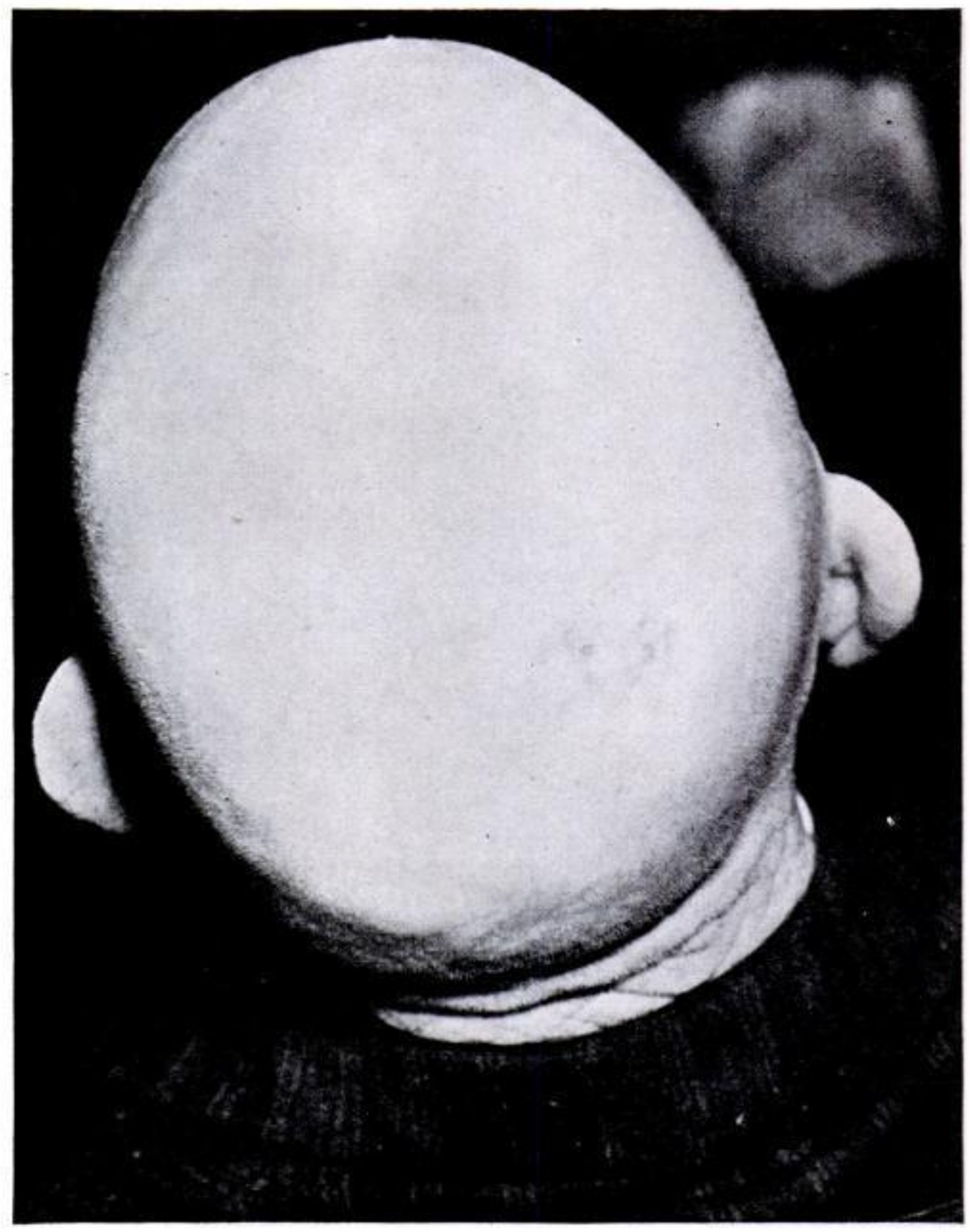
Ever stop to think what it takes to bring those large, luscious cherries, all blushing with ripeness, to your table? It's the top-speed shipping service and careful handling of dependable Railway Express—complete, nation-wide. When you have anything to ship; send it by swift Railway Express or super-swift Air Express. Low cost. Call any Railway Express office or Western Union. Phone or write for free booklet, "What Happens When you Ship a Package". 230 Park Avenue, New York, N. Y.

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NATION-WIDE RAIL-AIR SERVICE

PICTURES TO THE EDITORS

(continued)



"NO. 1 BALDPATE OF AMERICA"

Sirs:

On June 12, The Bald-Head Club of America Inc. held its Silver Jubilee Dinner at Canfield Hotel, Canaan, Conn. "No. 1 Baldpate of America" belonged to William H. Hart (*see above*). One of the charter members of the Club, Mr. Hart is over 80 and comes from Falls Village.

WILLIAM SCHMELZER

Meriden, Conn.







GIRLS BRANDED

Sirs:

These pictures show what Warren girls do for their heart throbs. The first thing that's needed is a boy friend. Then you need some adhesive tape cut to form the letters of the boy's name. Next you apply the letters to your leg or back. Then after a few hot hours in the sun the tape is removed and you are branded.

MARGUERITE MONROE

Warren, Pa.

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The Beer That Made Milwaukee Famous



In the refrigerators of homes, big and small, you'll find Schlitz Beer—ready and waiting to bring gracious hospitality, good cheer and royal refreshment to any hour or occasion.

The Refreshing Part of Every Party

GLORIOUS company for any occasion . . . delicious refreshment for any day or evening . . . Schlitz is a beverage you can be proud to serve and happy to drink yourself.

It brings you matchless flavor and bouquet . . . the rich goodness of mellow malt, the piquant tang of the world's finest hops, brewed and aged to the delicate peak of perfection, winter and summer, under Precise Enzyme Control.

Stock your refrigerator with Schlitz for royal hospitality, good cheer and delicious refreshment.

Order it today in the new, handy-to-store Schlitz "Steinie" Brown Bottles . . . in familiar, tall Brown Bottles . . . or in Cap-Sealed Cans. Each brings you Schlitz . . . with added health benefits of Sunshine Vitamin D . . . filled and sealed to retain the full brewery flavor and goodness for your health and enjoyment.

[You don't have to cultivate a taste for Schlitz—you like it on first acquaintance and ever after.]

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To its Editors there is significance in the fact that a country-in-unrest finds THE MARCH OF TIME good. There is special significance in the fact that France today, faction-split and hotly argumentative, can hail LA MARCHE DU TEMPS—with its sequences on labor, on international involvement, on subjects which touch deeply her own disturbing problems—can hail this cinematic newcomer as "objective". . . as having "a stern impartiality". . . as having "no chauvinism, no bias". . . as being "free to show things as they are."

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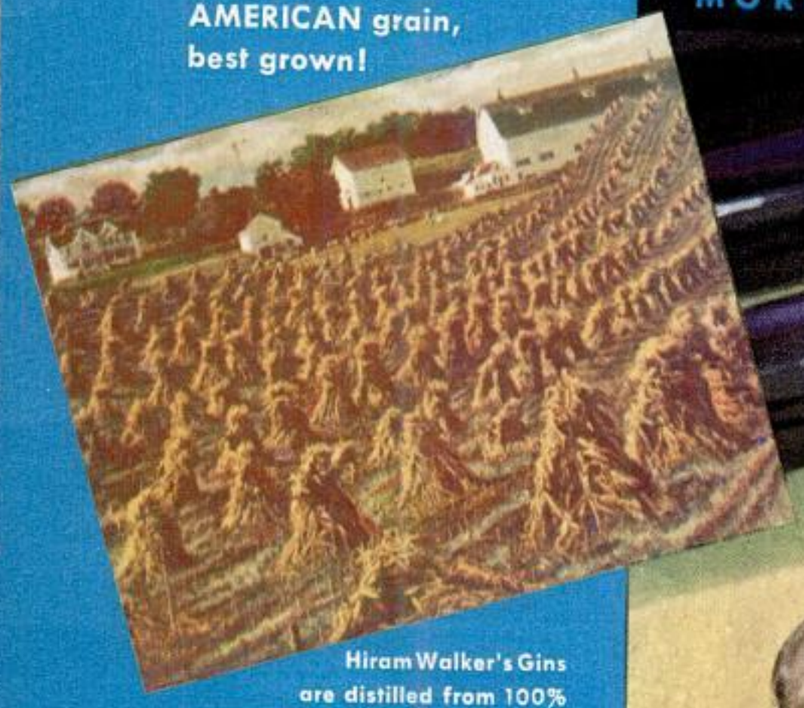
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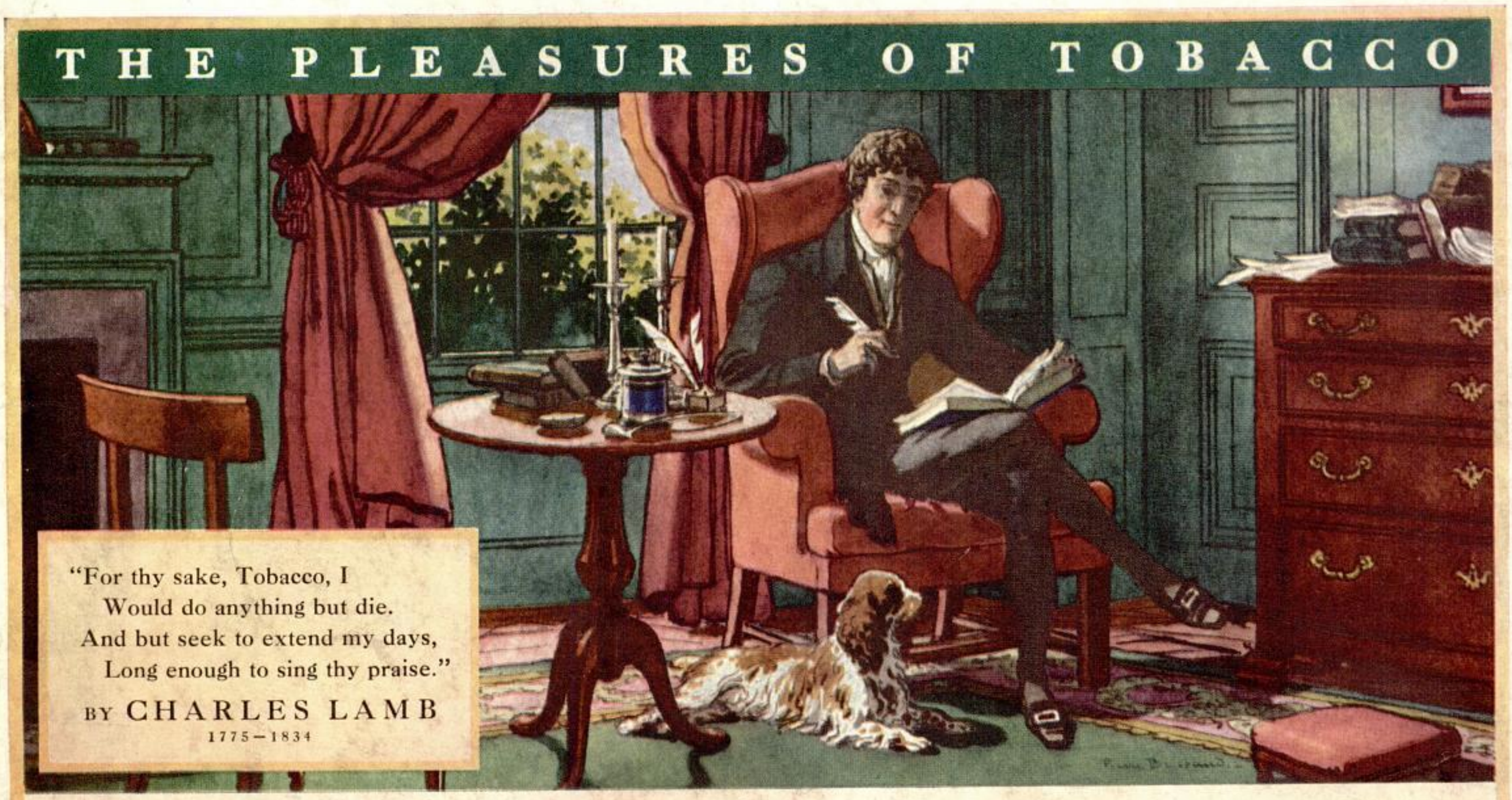
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